DOCUMENT RESUME

ED 097 007 IR 001 188

AUTHOR	Sterling, Christopher H.
TITLE	The Media Sourcebook: Comparative Reviews and Listings of Textbooks in Mass Communications.
INSTITUTION	National Association of Educational Broadcasters, Washington, D.C.
PUB DATE	Aug 74
NOTE	60p.
AVAILABLE FROM	National Association of Educational Broadcasters, 1346 Connecticut Avenue, N.W., Washington, D.C. 20036 ($4.00)
EDRS PRICE	MF-$0.75 HC Not Available from EDRS. PLUS POSTAGE
DESCRIPTORS	Annotated Bibliographies; Broadcast Industry; *College Curriculum; *Mass Media; Publishing Industry; *Textbook Evaluation; *Textbook Selection; Textbook Standards
IDENTIFIERS	Educational Broadcasting Review; NAEB; Public Telecommunications Review

ABSTRACT

Some 350 textbooks (and volumes suitable as texts) are reviewed that are potentially useful in college and university courses in both broadcasting and mass media. The reviews were written over a 4-year period, each being an entry in itself with limited cross-reference. The first four parts appeared in 1971-72 in "Educational Broadcasting Review" (EBR) as an examination on books on broadcasting and general media topics published after 1960 and still available (in print) for potential adoption. The 1973 EBR and 1974 "Public Telecommunication Review" articles are updates of the original four essays, with each generally covering more than 50 related titles issued in the previous year or so. (WCM)

ED 097007

THE MEDIA SOURCEBOOK:

Comparative Reviews and Listings of Textbooks in Mass Communications

by

Christopher H. Sterling

IR 001 188

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

PERMISSION TO REPRODUCE THIS COPYRIGHTED MATERIAL BY MICRO FICHE ONLY HAS BEEN GRANTED BY

NAEB

TO ERIC AND ORGANIZATIONS OPERATING UNDER AGREEMENTS WITH THE NATIONAL INSTITUTE OF EDUCATION FURTHER REPRODUCTION OUTSIDE THE ERIC SYSTEM REQUIRES PERMISSION OF THE COPYRIGHT OWNER

NAEB
1346 Connecticut Avenue, N.W.
Washington, D.C. 20036

©1974 National Association of Educational Broadcasters—All rights reserved under Pan-American Copyright Convention. The right to reproduce any article contained in this publication is hereby granted, unless otherwise indicated, subject to the express provision that any such reproduction contain a reference to *Public Telecommunications Review*, formerly Educational Broadcasting Review.

Foreword

Someone once wrote that the argument for pickling a series of old journal articles is pretty weak. Yet there is always a worthy exception, and we believe that is the case with Christopher Sterling's work that appears in these pages.

By compiling the articles that he prepared initially for the *Educational Broadcasting Review*, and now the *Public Telecommunications Review*, it is possible to find in one place a comprehensive and thorough report and analysis on all of the major text and reference works in broadcasting and general mass media.

Chris Sterling is one of those people who seems always to be either reading or writing. He writes the *Mass Media Booknotes* (formerly BBB) and edits the quarterly *Journal of Broadcasting*. And he manages to teach at Temple University, where he is an Associate Professor of Communications, and to prepare periodic summaries of his research and reviews such as we have here.

Naturally one is well advised in using materials that are reprinted without timely editing, to double check such matters as prices and editions. We do not believe that there are very many problems of this sort since the books in this area are not subject to annual revisions or rapid professional obsolescence.

We are in Chris Sterling's debt for his efforts to codify and analyze what has been published thus far, and we look forward to his annual updates that will appear each February in *PTR*.

James A. Fellows
NAEB, Washington, D.C.

August 1974

Preface

The following pages provide a brief evaluative overview of some 350 textbooks (and volumes suitable as texts) potentially useful in college and university courses in broadcasting and general mass media topics. It is aimed primarily at two audiences: teachers seeking advice on course text selections, and potential authors (and interested publishers) looking for suggestions on what still needs to be written in a rapidly expanding and changing field. As should be obvious from reading the articles which follow, there is great unevenness in media book publication with some areas all but overloaded with current material, while others (usually the more specialized topics) limp along with but one or two suitable volumes. Hopefully, the following discussions will clearly illustrate which is which.

The articles reprinted here have been written over a four year period, each being an entry in itself with limited cross-reference. The first four parts appeared in 1971-72 in *Educational Broadcasting Review* as an examination on books on broadcasting and general media topics published after 1960 and still available (in-print) for potential adoption. The 1973 *EBR* and 1974 *Public Telecommunications Review* articles are updates of the original four essays, with each of the updates generally covering more than 50 related titles issued in the previous year or so. Taken as a whole, then, the series provides comment on about 350 volumes published in the 1960-73 period. Readers interested in a specific kind of book will have to refer to the proper place in the initial four articles, and then check both updates for a full view of the coverage period (see detailed table of contents which follows).

In reading the articles, the following points should be kept in mind: (1) specific limitations for each piece are noted in the first few paragraphs of each article; (2) while most of the books noted are still in print, a few have gone out of print or are now out in new editions (and with this in mind, it is planned to continue the annual updates in the February issue of *Public Telecommunications Review*); (3) each article follows the same basic format of text reference (divided by topics) to books by author's last name and year published, with a complete list of all books dealt with appearing at the end of each article; and most important, (4) the viewpoints expressed are but those of one individual—you are likely to get as many views on a given book as the number of people you ask.

Philadelphia
August 1974

C.H.S.

Contents

1. Broadcasting Textbooks I: Industry and Effects (April 1971) 1
   - Broadcasting and Society 3
   - History of Broadcasting 3
   - Law and Regulation 4
   - Management 5
   - Educational Broadcasting 5
   - Commercial and Public Affairs Programming 6
   - Audience and Effects 6
   - Textbook listing 7

2. Broadcasting Textbooks II: Production and Performance (June 1971) 9
   - General Production/Performance 9
   - Announcing/Performance 10
   - Writing 10
   - New Operations 11
   - Educational Applications 12
   - Radio/Audio Production 12
   - Television Production 13
   - Textbook listing 14

3. Broadcasting Textbooks III: Foreign and International (October 1971) ... 16
   - General Foreign/International 17
   - Legal and Technical Aspects 18
   - Comparative Systems 19
   - Developing Areas 21
   - Educational Broadcasting 22
   - U.S. Role Abroad 23
   - Textbook listing 24

4. Broadcasting Textbooks IV: General Mass Media (February 1972) 26
   - General Introductory Texts 26
   - Media History 27
   - Media Journalism 28
   - Media Theory 28
   - Media Effects 29
   - Control/Responsibility 29
   - Basic Readers 30
   - Advanced Readers 31
   - British Media 31
   - Reference Works 32
   - Textbook listing 32

5. Textbooks on the Media: A review of 1971-72 (February 1973) 35
   - General Media 36
   - Media Readers 36
   - Broadcasting and Society 37
   - Regulation and Control 37
   - Management 38
   - Technical and Cable 38
   - Media Journalism 39
   - Educational Applications 40
   - International/Foreign Media 41
   - Textbook listing 42

6. Textbooks on the Media: A Review of 1972-73 (February 1974) 45
General Media 45
Media Readers 46
Broadcasting and Society 47
Regulation and Control 47
Cable Communications 48
Media Journalism 49
Educational Applications 49
Production Guides 50
Foreign and International Media 50
Textbook listing 51

Broadcasting Textbooks I: Industry and Effects

(Reprinted from *Educational Broadcasting Review*, April, 1971)

As readers of EBR are well aware, broadcasting education is in the midst of rapid expansion as enrollments increase on all levels, demands on teaching facilities and materials rise accordingly, and graduate schools turn out evermore college instructors. Matching this academic activity is an increase in the quantity of textbook publication in broadcasting in the last five years.

This expansion of supply and demand has created several connected needs; (1) to inform educators at all college and university levels about the best of the available text materials, while at the same time (2) warning teachers and students alike of the great variations in quality and usefulness of these texts, and (3) to encourage potential authors to take up the pen to fill in at least the more glaring holes which are apparent in our text choices (either because no book exists, or because of aging of once-acceptable books).

This is the first of several articles which will attempt to meet these needs, and although space limitations will require selection in which books are discussed, it is hoped that these articles will evoke discussion (as the time is far over-due to evaluate critically the state of broadcasting textbooks), and possibly action to fill in the topic areas where we presently lack material.[1]

Method and Limits of This Survey

The writer has gathered information on currently-used and available textbooks from course outlines used in other schools as well as those with which he is familiar,[2]

[1] For a brief history of the academic discipline of radio-television, see Leslie Smith, "Education for Broadcasting: 1929–1963," *Journal of Broadcasting* VII: 4 (Fall 1964), pp. 383–398; and Harold Niven, "The Development of Broadcasting Education in Institutions of Higher Education," *Journal of Broadcasting* V: 3 (Summer 1961), pp. 241–250.

[2] Many of these have been gathered together in two paperbound volumes available from the Association for Professional Broadcasting Education, 1771 N Street, N.W. Washington, D.C. 20036, for $2.50 per volume. Each contains about 20 different course outlines with book lists culled from those used by many schools.

from commercial and academic bibliographies,[3] and from trade literature.[4] Textbooks will be considered under two major subject divisions to keep verbiage to a minimum—industry and effects and production-performance. This first part will cover over 50 titles under seven headings: broadcasting and society, history of broadcasting, law and regulation, management, educational broadcasting, programming and audience effects. The next part will deal with titles under another seven headings: general production-performance, announcing, writing, news operations, educational applications, radio production, and television direction/production. In each case, reference will be made in the text to the book's author and year of publication with full indicia being provided in a unified alphabetical listing at the end.

The survey has the following major limitations: (1) it deals only with published books intended and/or used as textbooks (in a few cases, use has overridden original intention), (2) subjects covered relate only to U.S. broadcasting and not to foreign or international systems for which much additional information is readily available, (3) with very few exceptions, only books published in and after 1969 are dealt with (few earlier works are in print or still useful), and (4) books dealing primarily with broadcasting are covered, thus usually leaving out mention of the expanding number of good books dealing with general mass communications which are often useful in broadcasting courses. Needless to say, what follows is the opinion of but one observer.

Finally, it is interesting to note that of the books covered in this issue, only 13 appeared prior to 1966 while the remaining 39 were published since. Though several of the latter are revisions of books which originally appeared in earlier years, the trend is clear—the pace of publication in the field has increased in recent years, and with it, the need to evaluate the quality of what is being published.

Textbook Evaluations

Broadcasting and Society. Though a few schools have recently made use of books published as long ago as 1950 or earlier, major current text adoptions are from the following titles, all of which have appeared (original or revised) since 1960. Probably the best single volume ever published on American broadcasting (Head, 1956) is being re-issued in 1971 though many schools still use the original edition now 15 years out of date, thus attesting to its value. This is clearly the standard to which all other general-approach texts must be compared. A close second in usefulness and adoptions is Summers and Summers (1966) which is also due out in revised form in 1971 or 1972. Both of these volumes offer a general view of broadcasting's past, organization, technical base, advertising support, government regulation and audience. Based on the first editions of both (as details on the revisions are not yet available), Head seems addressed to more advanced students and offers greater detail plus documentation (notes and bibliography) not found in Summers and Summers which better serves as a freshman or sophomore introductory text. A well-balanced course could be built around either volume, and the upcoming revisions should improve the value of both.

A distant third in this competition is Chester-Garrison-Willis (1963) which ironically is also due out in revised form in 1971, though staying with its basic division as both general text, and pro-

[3] One of the most interesting was that compiled by Gale Adkins, *Books in Radio-TV-Film: A Collection of Recommendations* (Lawrence: University of Kansas Radio-Television Research, 1962), which broke books used as textbooks into 29 categories (in 50 pages) and presented teacher's views of their usefulness. Other sources of bibliographies are the NAB, NAEB, TIO, any major university and several books. See "A Bibliography of Selected Bibliographies in Radio, Television, and Tele-Film: 1958–1968," *Educational Broadcasting Review* III: 2 (April 1969), pp. 62–69.

[4] Commercial catalogs are available from Hastings House (10 East 40th St., New York, N.Y. 10016); Wadsworth Publishing Co. (10 Davis Drive, Belmont, Cal. 94002), and TAB books (Blue Ridge Summit, Pa. 17214) to name just a few of the specialty firms.

duction-performance guide. In earlier years, many broadcasting courses required such a bifurcated approach, and many such textbooks existed, but the increased specialization of courses in more schools shows the deficiency of this combination—a once over lightly in all areas such that none are covered in truly satisfactory fashion. The upcoming revision of the work, however, may give ground for a revision of this judgment.

A more recent phenomenon in broadcasting texts is the collection of readings, and there are now five such works available which deal with most aspects of the subject. The newest and probably best (for undergraduate courses) is Cole (1970) because of the up-to-date and easy-to-read nature of its *TV Guide* selections, which while limited to television, give a generally balanced view of the industry's current problems and prospects. A different kind of book is is the Lichty-Ripley compilation (1969) which offers nearly 800 pages of articles, statistical tables, sample pages from rating reports etc., thus offering a highly-detailed source book best used as supplement to other texts and/or lecture materials aimed at advanced undergraduates. It contains a wealth of information not readily available elsewhere but it is expensive (over $13.00) and is poorly bound (many of the selections are printed too close to the binding and cannot be discerned). Third place in this "sweepstakes" is divided between White-Averson (1967) a balanced collection of previously published articles on both film and television (thus not giving coverage to radio), and Skornia-Kitson (1969), a more recent collection of articles and speeches on all aspects of broadcasting (concentrating on what are termed controversies and problems) which suffers from being overly general and somewhat biased against the current commercial broadcasting establishment. Because of these drawbacks, neither of these volumes would suffice as a text if used alone. Lastly, there is Pennybacker-Braden (1969) a very brief collection which is aimed at both rhetoricians and broadcasters and suffers because of its split personality and briefness which leave it lacking as a text but make it ideal as a supplementary reader.

Three other books complete the general textbook offerings at present; Skornia (1965) which is an admittedly biased polemic against the ills of the American broadcasting system, Rucker (1968) which offers valuable economic information on all media (but is over half devoted to radio-TV), especially ownership and management policies, and is also biased against the establishment, and Lawton (1961) another bifurcated approach work with part one being a survey of the industry as it was in 1961, and part two offering specific details on careers in all aspects of the field. Of the three, Rucker is by far the most useful today though both it and Skornia make good supplementary readers of the "other" point of view.

Clearly, the quality of these general-approach volumes varies widely, though they are generally up-to-date. We still lack a good volume of broadcasting (or media) criticism with a selection from the work of several critics plus material on what makes educated criticism. In addition, we could use compilations of some of the fine material in the pages of *Saturday Review* and *The New York Times*, to name just two sources of useful information available to students at present only in hard-to-get single copies in library stacks.

History of Broadcasting. The best currently-available source of broadcasting history is the Barnouw (1966, 1968, 1970) three-volume work which is fascinating episodic social history but is prohibitively expensive (nearly $30.00 overall) for text use, and does not adequately cover many key factors of the industry's development (especially organizational, economic, and technical) in its sometimes hard-to-follow organization.

The only attempt at a one-volume broadcasting history currently in print is the Mitchell (1970) volume commissioned by the National Association of Broadcasters for celebration of radio's half-century. It is half pictures and concentrates understandably on popular history for that is the work's intention. Because of wide availability in paperback form, and ready supplies at a discount

from many commercial stations, this book is being used as a history text. It is not adequate to the task when used alone as it lacks documentation, has many errors of fact, and shows bias reflecting its origin.

The only other currently-available work in this area, aside from a number of popular paperbacks on radio or TV history, is Kahn (1968) which is a collection of legal documents fine for that aspect of history but unhelpful in programming, audience, and technical aspects of the medium's growth—areas the book was not intended to cover. This too, is being used as a text for lack of more suitable material.

There is at present no scholarly single-volume history of American broadcasting though at least one is now under contract.[5] There is also no volume of readings in broadcasting history, though here again, one is under contract.[6] Also needed is a technical history of radio and television to supplement the classic Maclaurin *Invention and Innovation in the Radio Industry* (1949) now badly out of date and long out of print. Though it is unfortunate that many of the better books on broadcasting history are presently out of print, 30 or so of the key volumes will be re-printed later in 1971 by the Arno Press, thus making this material available again at least in libraries and possibly for classroom use.[7]

Law and Regulation. The best single source here is the Emery (1961) due out in revised form in 1971. This volume covers the laws, technical base, program regulation controversies, ownership, and other economic questions plus the role of self-regulation very well. Documentation is excellent and the volume adapts well to the single quarter or semester course. The existing volume is badly out of date so the revision is welcome and needed. The best supplement to use with Emery is the Kahn compilation (1968) noted above.

Four general communications books must be mentioned here to give full coverage of currently used and available broadcast law texts. They are the Ashley (1969), Clark-Hutchison (1970), Gillmor-Barron (1969), and Nelson-Teeter (1969) volumes, all of which cover all media but relate heavily to broadcasting issues specifically. For broadcasting education, the best is clearly Gillmor-Barron, which has a large section of cases and comment relating expressly to broadcasting and is the only one of the four to offer detailed comment on the crucial *Red Lion* decision of 1969 as well as extended discussion of economic concentration in radio-TV. As for the other three, Ashley makes a good brief handbook at low cost, Clark-Hutchison is a once-over-lightly of the whole broad spectrum, and Nelson-Teeter accomplishes the same case study role as Gillmor-Barron but with a far higher print media emphasis.

The likely area of growth in this subject is the specialized volume, best epitomized by the Kittross-Harwood compilation (1970) of the best *Journal of Broadcasting* articles on free press-fair trial and the fairness doctrine. Similar text-potential monographs are needed on self-regulation (to supplement the aging Coons (1961) and the Linton (1967) which was sponsored by NAB), CATV and other new supplements to telvision, program control, and economic concentration. Above all, however, the field needs a good loose-leaf (for easy updating at periodic intervals) legal case book with which to supplement these other existing and needed texts and to act as a guide to the volumonous Pike and Fischer *Radio Regulation* reporter.[8] Administrative law

[5] The writer of this article and John M. Kittross (both of Temple University) are involved in this project.

[6] Lawrence W. Lichty (University of Wisconsin), and Malachi C. Topping (Bowling Green State University) are in the final stages of assembling materials for a reader.

[7] For information on this set of re-printed broadcasting books, contact Arno Press, 330 Madison Ave., New York, N.Y. 10017 for title and price details.

[8] A good basis for such a work exists in the case-book originally assembled by Harrison B. Summers (Ohio State University), and updated by Joseph M. Ripley (University of Kentucky) which covers the 1927-1966 period. This work has been used in classes in several universities but was never published or made readily available.

is covered at present (though a history of the FCC and its predecessors would be very useful), but case law has been almost ignored.

Management. If broadcasting education has as one of its functions to expose students to management principles, then we need some solid textbook material in this area quickly. The best current volume is the Quaal-Martin (1968), a seemingly ideal combination of seasoned broadcaster and veteran academic who for reasons unknown (perhaps publisher pressure) turned out a book of generalities and platitudes which lacks depth in either broadcasting as an industry or managment as a science. Only slightly better for their specialization in one medium are the Roe (1964) for TV and Reinch-Ellis (1960) for radio, volumes which are getting too out-of-date to be of value in their fast-changing businesses.

Some specialized volumes are showing up in this topic area as well, best by far being the excellent Koenig compilation (1970) on labor relations in broadcasting. Coleman's small volume of case-studies (1970) is a step in the right direction but is too brief and shallow to be of real use. His volume on color television (1968) has some management insights but is uneven in treatment and aim. There are many volumes on management problems available from commercial sources (especially TAB books),[9] but these are usually expensive how-to guides dealing in specifics rather than overall management planning and policy. Still, they could make useful supplementary reading.

Of critical importance here is the need for updated television and radio management volumes and a new work—a book on broadcasting management which makes use of the massive amount of behavioral management studies now available. A volume devoted to the management problems and prospects of the educational radio or TV station would seem to be another important need.

Educational Broadcasting. Much of the literature in this area is of the production variety to be dealt with in the next part of this review, but several general volumes exist. Creating great interest is the Gattegno (1969), felt by many observers to be the most thought-provoking volume in instructional uses of TV in recent years, and now in paperback is getting more text use. The next three most useful educational broadcasting textbooks were all published in 1967: the Koenig-Hill compilation of original articles on educational and instructional broadcasting, the Chu-Schramm review of research on student's learning from instructional TV uses, and the Carnegie Commission report on the state and future of public broadcasting. Of the three, the latter is most useful for its analysis of the problems and prospects of educational/public television (and because it formed the basis for what became the Corporation for Public Broadcasting). The Koenig-Hill is inexpensively available but uneven in coverage. The Chu-Schraam is indispensible, though it needs some updating. The only in-depth research into public station audiences is Schraam-Lyle-Pool (1963) which badly requires updating as its basic information is now a decade old. The only history of educational broadcasting at all up-to-date is Powell (1962) and he deals with educational TV to which so much (both good and bad) has happened since the book was published. Finally there is the Schramm compilation (1961) which attempted to suggest guidelines for the 1961–71 decade and is now of interest mainly historically because of the major organizational changes since the collection was published.

The key problem area here is updating of existing works plus the need for an in-depth history of educational radio and television so we can see where we've been for guidance on where we are going. Wider use of NAEB publications (especially their status report on educational radio, the best single source on the subject, their two-volume history of NAEB itself, and other studies) would be a step in the right direction of making students and faculty more interested in

[9] See note four for TAB Books address.

educational broadcasting as a part of broadcasting as a whole.[10]

Commercial and Public Affairs Programming. There are two separate but related needs here; information on both entertainment and public information programming on commercial stations. The best currently-available text material deals almost totally with the latter aspects only. The Barrett volumes (1969, 1970) mark the first of an annual series examining the role and function of broadcast journalism and offer the ideal combination: solid information and low price. The Chester (1969) and Rubin (1967) histories supplemented with any of the numerous commercially-published volumes on politics and television have covered that field quite adequately while adding more points of view to the controversy. The Chester volume is extremely well-documented and written and is easily the best of the lot because of its scope and depth. Other general works on television news include Small (1970) offering a network broadcaster's insight into TV news which is current if expensive for text use, Skornia (1968) a discussion of current controversies in video news, Wood (1967) a general treatise on radio and TV news, and Bleum (1965), a well-written and illustrated volume already becoming a classic on its topic—the television documentary. Other sources for news information are biographies and autobiographies with Friendly (1967) being perhaps the most heavily-used for its behind-the-scenes descriptions of CBS News' great days and the problems of a commercial news system.

Works devoted to non-news programming are harder to come by. Except for what is presented in Lichty-Ripley (1969), Summers-Summers (1969), and Glick-Levy (1962), a good deal in each case, there is little text material on entertainment programming. Two collections published in 1966, Hazard, which deals with drama and documentary on TV, and Taylor, which offers radio programming insights from broadcasters are both weak and dated. Trade periodicals (especially *Broadcasting* and *Variety*) are used in many courses to supply current data and trends, and given the time factors involved in book publishing, this may be the best answer. Still, an in-depth study of radio and television programming trends with analysis of programming cycles and formats could be of great usefulness in upper division and graduate courses.

Audience and Effects. One of the major holes in our current text choice is the lack of up-to-date work on audience research, surveys, and effects. The last book which sought to discuss the American television audience in a general way was Steiner (1963) a handsome production with much good information which was based on 1960 survey data. A somewhat similar study was Glick-Levy (1962) which attempts to classify the audience based on results from surveys. Similar data for educational stations was gathered at the same time and published by Schramm-Lyle-Pool (1963). All three of these studies badly need updating to provide analysis on the changes to TV and society during the 1960s. In addition, there is major need for a work on radio audiences to supplement the last ones done—in 1946 and 1948.

Turning to more specific effects studies we find an in-depth study of television's effects on children (Schramm-Lyle-Parker, 1961), a field study concerning television and violence (Feshbach-Singer, 1970), and a report of several related field studies undertaken in Great Britain (Belson, 1967). All of these books are useful for their results and discussion of methodology—but they do not go far enough. In teaching courses in audience research and effects, we must presently turn to periodical articles, materials issued by the ratings services, NAB, or the Television Information Office (which are useful though understandably self-serving), or books in other fields, especially general communications works which are not discussed here.

[10] The works cited in the text are: *The Hidden Medium: Educational Radio—A Status Report* (Washington: NAEB, 1969 (2nd edition)); and Harold E. Hill, *NAEB History: 1925 to 1954* (Washington: NAEB, 1965 (2nd edition), 85 pp. $2.00); and W. Wayne Alford, *NAEB History: 1954 to 1965* (Washington: NAEB, 1966, 173 pp. $3.00). Many other useful studies are made available from time to time.

There are two key needs in this area: an updated national survey of radio and television audiences and the effects of the medium on American life, and a solid methodology text concerning audience surveys of various types and complexities which can be undertaken by schools for training, and by educational and/or commercial stations in all market sizes for results.

Textbooks Discussed in Article

Like the article which it supplements, this list is not exhaustive, but rather suggestive of text availability. Where two publishers and/or prices are shown, the second (in each case) refers to paperback editions.

Ashley, Paul P. *Say It Safely: Legal Limits in Publishing, Radio, and Television*. Seattle: University of Washington Press, 1969 (4th edition). 181 pp. $3.95.

Barnouw, Erik. *The Tower of Babel: A History of Broadcasting in the United States to 1933*. New York: Oxford University Press, 1966. 344 pp. $8.50.

———. *The Golden Web: A History of Broadcasting in the United States, 1933–1953*. New York: Oxford University Press, 1968. 391 pp. $9.00.

———. *The Image Empire: A History of Broadcasting in the United States From 1953*. New York: Oxford University Press, 1970. 396 pp. $9.75.

Barrett, Marvin, ed. *Survey of Broadcast Journalism*. New York: Grosset & Dunlap, 1969, 1970 (annual). $5.95/1.95.

Belson, William A. *The Impact of Television: Methods and Findings in Program Research*. Hamden, Conn.: Archon Books, 1967. 400 pp. $10.00.

Bluem, A. William. *Documentary in American Television*. New York: Hastings House, 1965. 312 pp. $8.95.

Carnegie Commission on Public Television. *Public Television: A Program for Action* New York: Harper and Row/Bantam, 1967. 254 pp. $4.95/1.00.

Chester, Edward P. *Radio, Television and American Politics*. New York: Sheed & Ward, 1969. 342 pp. $6.95/3.95.

Chester, Giraud, Garnet R. Garrison, and Edgar E. Willis. *Television and Radio*. New York: Appleton-Century-Crofts, 1971 (4th edition). 613 pp. $10.95.

Chu, Godwin C., and Wilbur Schramm. *Learning From Television: What the Research Says*. Washington: National Association of Educational Broadcasters, 1967. 116 pp. $2.00 (paper).

Clark, David G., and Earl R. Hutchison, eds. *Mass Media and the Law: Freedom and Restraint*. New York: Wiley-Interscience, 1970. 461 pp. $12.50.

Cole, Barry, ed. *Television: Selections from "TV Guide" Magazine*. New York: Free Press, 1970. 605 pp. $12.50/5.95.

Coleman, Howard W. *Case Studies in Broadcast Management*. New York: Hastings House, 1970. 96 pp. $4.95/1.95.

———., ed. *Color Television: The Business of Colorcasting*. New York: Hastings House, 1968. 287 pp. $8.95.

Coons, John E., ed. *Freedom and Responsibility in Broadcasting*. Evanston, Ill.: Northwestern University Press, 1961. 252 pp. $5.00.

Emery, Walter P. *Broadcasting and Government: Responsibilities and Regulations*. East Lansing: Michigan State University Press, 1971 (2nd edition). 569 pp. $12.50/8.50.

Feshbach, Seymour, and Robert D. Singer. *Television and Aggression: An Experimental Field Study*. San Francisco: Jossey-Bass, 1970. 186 pp. $8.50.

Friendly, Fred W. *Due to Circumstances Beyond Our Control. . . .* New York: Random House, 1967. 326 pp. $6.95/1.95.

Gattegno, Caleb. *Towards a Visual Culture: Educating Through Television*. New York: E. P. Dutton/Discus-Avon, 1969. 117 pp. $4.95/1.65.

Gillmor, Donald M., and Jerome A. Barron. *Mass Communication Law: Cases and Comment*. St. Paul: West Publishing Co., 1969. 853 pp. $12.50.

Glick, Ira O., and Sidney J. Levy. *Living with Television*. Chicago: Aldine, 1962. 262 pp. $5.95.

Hazard, Patrick D. *TV As Art: Some Essays in Criticism*. Champaign, Illinois: National Council of Teachers of English, 1966. 221 pp. $2.00 (paper).

Head, Sydney A. *Broadcasting in America*. Boston: Houghton-Mifflin, 1971 (2nd edition). 563 pp. $9.50.

Kahn, Frank, ed. *Documents of American Broadcasting*. New York: Appleton-Century-Crofts, 1968. 598 pp. $7.50/4.50.

Kittross, John M., and Kenneth A. Harwood, eds. *Free and Fair: Courtroom Access and the Fairness Doctrine*. Philadelphia: Journal of Broadcasting Publications, 1970. 202 pp. $3.95 (paper).

Koenig, Allen E., ed. *Broadcasting and Bargaining*. Madison: University of Wisconsin Press, 1970. 344 pp. $7.50.

———, and Ruane B. Hill, ed. *The Farther Vision: Educational Television Today*. Madison: University of Wisconsin Press, 1967. 371 pp. $7.50/2.95.

Lawton, Sherman P. *The Modern Broadcaster: The Station Book*. New York: Harper, 1961. 351 pp. $6.00.

Lichty, Lawrence W., and Joseph M. Ripley, eds. *American Broadcasting: Introduction and Analysis—Readings*. Madison, Wisconsin: College Printing, 1969. 778 pp. $13.25 (paper). Also available: *American Broadcasting: Introduction and Analysis—Assign-*

ments, a workbook with 17 assignments published in 1967).

Linton, Bruce A. *Self-Regulation in Broadcasting*. Washington: National Association of Broadcasters, 1967. 97 pp. $2.00 (paper).

Mitchell, Curtis. *Cavalcade of Broadcasting*. Chicago: Follett, 1970. 356 pp. $9.95/4.95.

Nelson, Harold L., and Dwight Teeter. *The Law of Mass Communications*. Mineola, N.Y.: Foundation Press, 1969. 588 pp. $10.50.

Pennybacker, John H., and Waldo W. Braden, eds. *Broadcasting and the Public Interest*. New York: Random House, 1969. 176 pp. $2.50 (paper).

Powell, John. *Channels of Learning: The Story of Educational Television*. Washington: Public Affairs Press, 1962. 178 pp. $5.00.

Qual, Ward L., and Leo A. Martin. *Broadcasting Management: Radio and Television*. New York: Hastings House, 1968. 272 pp. $8.95/5.95.

Reinsch, J. Leonard, and Elmo I. Ellis. *Radio Station Management*. New York: Harper, 1960 (2nd edition). 337 pp. $6.95.

Roe, Yale, ed. *Television Station Management: The Business of Broadcasting*. New York: Hastings House, 1964. 256 pp. $6.95/2.95.

Rubin, Bernard. *Political Television*. Belmont, California: Wadsworth, 1967. 200 pp. $3.95 (paper).

Rucker, Bryce W. *The First Freedom*. Carbondale: Southern Illinois University Press, 1968. 322 pp. $2.50/2.85.

Schramm, Wilbur, ed. *Educational Television: The Next Ten Years*. Stanford: Stanford University Press, 1961 (re-issued by Government Printing Office, 1965). 375 pp. $1.25 (paper).

———, and Jack Lyle, and Edwin Parker. *Television in the Lives of Our Children*. Stanford: Stanford University Press, 1961. 324 pp. $6.00/2.95.

———, Jack Lyle, and Ithiel de Sola Pool. *The People Look at Educational Television*. Stanford: Stanford University Press, 1963. 209 pp. $5.50.

Skornia, Harry J. *Television and Society: An Inquest and Agenda for Improvement*. New York: McGraw-Hill, 1965. 268 pp. $5.95/2.45.

———. *Television and the News: A Critical Appraisal*. Palo Alto, California: Pacific Books, 1968. 232 pp. $5.75.

———, and Jack William Kitson, eds. *Problems and Controversies in Television and Radio*. Palo Alto, California: Pacific Books, 1968. 503 pp. $10.00.

Small, William. *To Kill A Messenger: Television News and the Real World*. New York: Hastings House, 1970. 320 pp. $8.95.

Steiner, Gary A. *The People Look At Television*. New York: Alfred A. Knopf, 1963. 422 pp. $7.95.

Summers, Harrison B., and Robert E. Summers. *Broadcasting and the Public*. Belmont, California: Wadsworth, 1966 (2nd edition forthcoming). 402 pp. $6.50.

Taylor, Sherril W., ed. *Radio Programming in Action: Realities and Opportunities*. New York: Hastings House, 1966. 192 pp. $6.50.

White, David Manning, and Richard Averson, eds. *Sight, Sound and Society*. Boston: Beacon Press, 1967. 466 pp. $7.50.

Wood, William A. *Electronic Journalism*. New York: Columbia University Press, 1967. 175 pp. $5.00.

Broadcasting Textbooks II: Production and Performance

(Reprinted from *Educational Broadcasting Review*, June, 1971)

The approach and limitations of this survey of current broadcasting textbooks were presented in Part I [*Educational Broadcasting Review* (April 1971), pp. 49–56]. This portion of the review concentrates on post-1960 texts in the production and performance areas, specifically general production, announcing/performance, writing, news operations, educational applications, radio/audio production, and television production. A total of 49 volumes are discussed, each of which is listed alphabetically by author's last name at the conclusion of the comparative discussion. As was the case with the industry and effects texts covered in Part I, the majority of these volumes (33 of 49) have appeared for the first time or in revised form in or since 1966—again attesting to the increasing attention being paid to broadcasting courses in the past five years.

Textbook Evaluations

General Production/Performance. As broadcasting has grown more complex, and as academic courses have moved in a similar direction, the general well-rounded radio-TV text has given way to the more specialized books discussed later. Still, for the school offering only one or two courses in broadcasting, the few general books left may have some value. Two such works discussed in Part I should be noted again here—Chester-Garrison-Willis (1963 with revised edition due 1971), and Lawton (1961). The second half of Lawton's work is a brief introduction to the various "how-to" jobs in radio-TV stations, and as such serves as but the barest (and now dated) introduction to the field. Lawton later (1963) issued a workbook offering over 30 group and individual work projects, keyed to his text but applicable to others as well. For those needing ideas and/or ready-made assignments, it can be quite useful. Chester-Garrison-Willis offers more recent and useful information (and twice as much as Lawton) in chapters devoted to

specific program types with script samples and projects at the end of most chapters.

Two books from Hastings House (which publishes 17 of the 49 titles) take the general approach with one aimed at radio and the other at television. The radio volume (Hilliard, 1967-B) and TV volume (Hilliard, 1964) are edited compilations covering the respective industries generally, studio and control facilities, writing, producing and directing and (for TV) staging. The books are inexpensive (both in paperback) and while treatment is necessarily brief and sometimes too general, they are relatively recent basic introductions suitable for the freshman course. Used together, there is a good deal of overlap, and the TV volume needs some updating.

Two other general works are almost in a category by themselves—the reference encyclopedias of broadcasting. There are several such volumes, all expensive, but the two noted here are of distinct day-to-day use. Foremost is the massive Spottiswoode (1969) which deals with both film and television production techniques in a clearly organized and well-diagrammed format. With over 1,000 pages and 1,600 entries (about half devoted to each medium), the book is a required reference tool though the price will likely keep it in institutional rather than personal libraries. A somewhat similar book is Levitan (1970) which costs $13.00 less and has a more limited aim—production methods in film, TV, and videotape. More of this volume is devoted to broadcasting or directly related subjects and good use is made of photographs to supplement diagrams, though the book's layout wastes a lot of space (such that more conservative layout could have priced the book into far more personal libraries). Both volumes are vital as their treatment and emphasis varies with most topics.

Announcing/Performance. Once the basis of all broadcasting courses, announcing has slipped in importance in many schools recently, though two solid texts are available. The standard (Hyde, 1971) has just been revised (adding about 100 pages) to reflect changes in radio-TV in the 1960's. This volume offers detailed instructions in Part I (microphones and control boards, FCC rules and regulations, various kinds of continuity [news, music, narrative, drama etc.,] pronounciation tips etc.), and some 300 pages of practice station and wire-service copy in Part II. Lewis (1966) is a British volume covering only television (though basics in announcing obviously apply to radio as well). It differs from Hyde in its stress on visual "presence" on camera, its brief treatment of speech and pronounciation factors (well-covered in Hyde), and its interesting but not always applicable discussions of British practices. It lacks practice scripts and projects and thus is not as useful in classroom situations. For most courses, Hyde would seem the better bet.

There are two specialty announcing texts worth noting. The first deals with all aspects of sports broadcasting (Klages, 1963) with detailed coverage of play-by-play, sports newscasting and related areas, all covered (but briefly) in Hyde. The other (Duff, 1969) is a Metromedia station manager's collection of useful memos and advice on all kinds of talk radio formats—a good supplement to one of the general announcing texts.

Unfortunately there is no good broadcast performance text. With the demise of radio drama and live television dramatic presentations, the writers and the market for an acting work relating specifically to broadcasting seem to have disappeared. While many good theater texts are available, a television text is a major need. The nearest thing now available (Dusenbury, 1969) is but a pamphlet which offers specific pointers for prospective TV actors and is a useful supplement to one of the theater texts, but is only a start toward the book needed.

Writing. There are three basic approaches available in texts for writing courses—dramatic writing, commercial (continuity) writing, and general writing. Among dramatic writing texts, Wylie (1970) is the latest, most expensive, and most interesting—but not the most useful. It contains 12 full scripts from recent network series programs and a lot of useful tips, but for the price the aim is narrow and tends heavily to the name-

dropping and behind-the-scenes approach. Another book of this type is Roberts (1967, the fifth edition of a work first issued in 1954) which is long and shows signs of little revision since it was first written during the so-called "golden age" of TV. Most of its examples are from long-defunct live shows and a lot of the information is simply badly out of date (to the degree the new "edition" is more like a reprinting). The third book of this type (Trapnell, 1966) is the oldest and the best, being briefer, least expensive and better balanced. It offers two major parts: theory (with discussion of the actor, script form, writer-director roles, character creation) and practice (covering selling of scripts, role of unions etc.). The book stresses creative writing within the television series format which neither of the other two books does. A fourth volume (Barnouw, 1962) makes a good supplement to Trapnell as the former offers a long chapter on the world of the TV writer and over 50 facsimile pages of various TV scripts with important points demonstrated in each. Two other supplements are Kingson-Cowgill (1965), basically a collection of scripts for practice with perhaps 40 pages of suggestions and instructions; and Whitfield-Roddenberry (1968), which gives excellent examples of the art in its details of the development of "Star Trek" with discussion of character development, examples from the script-writers' guide for the program and many examples of actual script elements.

Turning to books specializing in advertising or continuity writing we have Wainwright (1966, 1970) and Allen-Libscomb-Prigmore (1962). The Wainwright is changed little if at all from its 1966 first edition (so those of you with it need not rush out to buy the "new" one) which offered a well-balanced presentation covering creativity in commercials, special techniques in TV advertising, commercials for local use or selling overseas, and appendices listing film and tape studios as well as talent agencies. Allen-Lipscomb-Prigmore discusses both radio and TV but is now nearly a decade out of date. Radio and TV are covered separately in well-illustrated format with lots of solid information on advertising, promotion, station image, and merchandising. Of the two, the latter is out of date such that the former does a better job in TV advertising. There is need for a radio advertising text stressing local sales in local markets.

Finally, a look at two books offering general approaches to radio and TV writing. Willis (1967) is over half devoted to the dramatic form, doing a good job of covering its key elements, with the rest covering documentaries and news, children's programs, comedy shows, commercials and general kinds of talk formats. Hilliard (1967–A) devotes only about 20 per cent of his space to drama, the rest to "the types of programs to which the writer may most frequently turn his talents." Though a second edition, the book has been updated rather than revised in major fashion. Chapters are devoted to news and sports, special events and documentaries, other types of talk programs, special programs for women and children, music, and variety programs. Both books have many pages of script examples. The choice here depends on the course—if it stresses drama, take Willis if not, try Hilliard.

Overall, there is need for more text attention to radio program types and scripts. Television writing is not always the best introduction to small radio station facts of life—and the latter is what most student beginners will face.

News Operations. The two most recent and important books in this area deal only with television. Fang (1968) gives well-illustrated attention to most aspects of TV reporting (as the sub-title says, "writing, filming, editing, broadcasting"), heavily stressing examples from the author's network experiences. Appendices show three hours of AP news wire, then the scripts of the same evening's (July 28, 1967) major network news telecasts. Chief competition is Green (1969) which covers the same topics while offering cogent comments on the role and effects of news on society. The author is with KNXT in Los Angeles and he too, pulls many examples from his experience which in many cases seem more applicable to local station operation.

Both volumes are well-written and organized, the choice between them being basically a matter of instructor preference for one man's approach versus the other, although Fang is available in a paperback edition.

Of supplemental use in television news courses are the three brief conference symposiums issued by the Radio Television News Directors' Association and Time-Life Broadcast. The first (Newsfilm Standards Conference, 1964) is a useful film standards manual; the second (Peterson, 1965) discusses newsfilm content; the third (Peterson, 1966) stresses newsroom operations and staffing. All three are excellent and inexpensive collections of views by practicing newsmen.

There are two useful production books in radio and TV news. Siller-White-Terkel (1960) has been well thought of though it's now badly out of date. Wimer-Brix (1970) is both text (in part one) and workbook, the latter offering news reading exercises, writing practice, and listening reports. Of the two, the latter is by far more useful now.

The only recent book dealing specifically in radio news is Dary (1970) which is intended more as an in-station manual than academic textbook. It's a brief work stressing small station operations which is exactly where most beginning students will get their start. There's a clear need for a radio-oriented work of greater depth on the line of Fang or Green.

Educational Applications. Books dealing with educational broadcasting refer almost exclusively to instructional uses of TV, and four such texts are discussed here, the most recent considered first. Gordon (1970) takes a general view of ITV impact and a specific view of ITV methods, including equipment and facilities needed, means of transmission and cost figuring, preparation of instructional materials, personnel, and classroom situations. The same author helped with Costello-Gordon (1965) which offers somewhat more detail on practical considerations such as studio operations, administration, lesson planning and the like. Diamond (1964) offers details on several school system's approaches to ITV in the early 1960's, uses of ITV in teaching given subjects, and administrative problems. Appendices offer practical steps and suggestions drawn from the earlier experiences making this book an overview and guide at the same time. The oldest book, the most detailed of the lot, is Lewis (1961) as, filled with clear diagrams and easy language, the text covers studio design and layout, program recording, equipment installation, staff building and planning. The stress is on technical rather than instructional aspects.

All four volumes are of use today with the Gordon being most up-to-date and applicable to classroom training. There are several well-illustrated volumes dealing solely with classroom design and planning which are not discussed here as their aim is less with media than with architecture and learning. There is strong need for a text in the role and functioning of educational radio—the kind of stations many of our students first work in while still in school. Stress in any new texts in this area should be on those topics especially related to education (visualizing lessons, administration, multi-media approaches, etc.) rather than on duplicating existing general audio or video production information usually available in greater detail in one of the books discussed below.

Radio/Audio Production. Perhaps the best introductory text in audio production is Oringel (1968), now in its third edition with 15 years of basic text usage thus far. The 16 chapters provide concise and well-illustrated (photos of recent equipment plus diagrams) discussions of studio and control room audio equipment, editing, dubbing and cueing procedures for tape and disk recordings, studio communication, remote broadcasts and more. Though dealing with technical matters, the work is easy to understand, making good use of procedure lists and photo-diagram demonstrations. For the more advanced class or individuals, the ultimate teaching and reference work in audio is the newly revised and much enlarged Nisbett (1970) which gives virtually all non-engineering information anyone could need or want for any aspect of radio, TV audio, and recorded sound. All topics in Oringel

are included here in greater depth and nuance including good coverage of sound effects, fading and mixing of sound sources, shaping and distortion of sound, etc. There is an unusually complete glossary of 40 pages, excellent usage of diagrams—and, unfortunately, a steep price of $10.00 even in paperback. Oringel will likely suffice for most class text use, but Nisbett should be around for reference and the advanced student.

One good specialty item in audio production is a new book on music in radio, TV, and film to replace the Chase and LaPrade music in radio volumes issued in the 1940's. Dolan (1968) is in essence an updating of these previous works in light of new equipment and techniques as it discusses aspects of music writing and scoring, production (including recording) methods, studio set-ups, etc. Like most of these books, it's also well-illustrated with diagrams of equipment use and musical scoring.

Though audio texts are scarce in number they are solid in content and any of these should serve courses well. Of possible additional use would be a workbook to go with the Oringel or Nisbett texts.

Television Production. Because of the steadily growing number of TV production/direction courses there's getting to be a near-glut of publication in this area. General texts are covered first, followed by evaluations of the increasing number of specialty volumes.

The best single volume for the introductory television production course is the revised edition of Zettl (1968) which can be used with its matching workbook. The text is well organized and clearly written and gives well-illustrated (photos and simple but effective diagrams) coverage of essential information on cameras, lenses, audio, sets and settings, graphics, lighting and color production factors. The accompanying workbook is a series of short quizzes and practical applications based directly on text materials (limiting its use with other textbooks). Of somewhat lesser use as introductory texts are Stasheff-Bretz (1968), and Bleum-Cox-McPherson (1961). The former is a well-organized approach to the basics of TV production which is not as well diagrammed or as concise as Zettl but could make a good intermediate text because of its aesthetics emphasis. Bleum-Cox-McPherson explains TV for those outside the field but needing its services—public service groups and the like. As such, it soft-peddles cameras and lights for specifics of how to prepare materials for a program before getting to the studio. It is so badly out of date now that a new edition retaining the many handy checklists could be quite useful.

For intermediate or advanced coursework, there are five general books of value. Millerson (1968) is perhaps the best single volume on television production available. Its coverage is complete, its diagrams are numerous and of value and the latest edition has more coverage of color. It's a bit involved to give to new students, but for those with at least minimal experience, it's unexcelled. Also of great value, but once again becoming dated (the second edition came 9 years after the first—and we now need a third), is Bretz (1962) which makes use of photos more than diagrams but does not have quite the detailed scope of Millerson. Its discussion of the aesthetic basis of production is very good. Davis (1967) offers a brief "grammar" which consists of an annotated listing of conventions (must-do rules), rules (to be broken only on occasion, with good reason), and hints or tips (non-binding suggestions) on TV production. It's brief (80 pp.) and concise. On a similar line though offering greater detail and more flexibility is Lewis (1968) which is aimed at TV directors to teach them fine points of pictorial interpretation. Lewis offers 21 chapters of "principles" (each quite clearly organized and numbered) and three additional chapters of "accessory aptitudes" invaluable to the director. Jones (1965, 1969—another "revised" book with little or no discernable change between editions) is devoted to the function of the TV cameraman. It's an expansion of topics discussed in Millerson, Zettl, or Bretz, offering greater detail on camera handling and picture composition. The man using Jones can better help the director attempting to learn lessons from Lewis.

Turning to the specialty works in television production, the newest is Wilkie (1971) offering the ultimate treatment of special effects in television. Chapters are devoted to every conceivable effect, though most students and smaller stations will get most use out of the discussions toward the book's end on demonstration aids, animations and cartoons, scoreboards, and signaling devices. The price ($15.00) is likely to restrict its use to reference rather than text. Kehoe (1969) from the same publisher is the only recent volume dealing with make-up for color and black-and-white TV (and film) with many photo-demonstrations and solid information on everything from pancake to aging—again at the reference book price of $16.50. Examining the role of color in television is Coleman (1968) which offers perhaps 70 pages (of 287—see treatment in Part I of this review) on color production, studio design, color in public service and news programs, and color film use in television. There are additional semi-technical articles on the basics of the various color systems and their ramifications. Efrein (1971) offers a good discussion of video-tape production techniques showing the differences between live and recorded TV operations. Detailed is tape equipment and requirements, dubbing, editing etc.

Summing Up

The one area where little information exists amongst production/performance textbooks is with the new recording/playback technologies about to burst on the scene. It is likely that as film and television technology grows closer and as video cartridges and/or cassettes become more available, that new production arenas (materials aimed at the home market by syndication, rental, or purchase) will open up which may well call for new means of less-expensive production technique. This is an as yet untouched field for potential text writers.

Textbooks Discussed in Article

Like the article it supplements, this list is not exhaustive, but rather suggestive of text availability. Where two prices are shown, the second refers to paperback editions.

Allen, Louise C., Andre B. Lipscomb, and Joan C. Prigmore. *Radio and Television Continuity Writing*. New York: Pitman Publishing Co., 1962. 261 pp.

Barnouw, Erik. *The Television Writer*. New York: Hill & Wang, 1962. 180 pp. $3.95.

Bluem, A. William, John F. Cox, and Gene McPherson. *Television in the Public Interest: Planning, Production, Performance*. New York: Hastings House, 1961. 192 pp. $6.95.

Bretz, Rudy. *Techniques of Television Production*. New York: McGraw-Hill, 1962 (2nd edition). 517 pp. $12.95.

Chester, Giraud, Garnet R. Garrison, and Edgar E. Willis. *Television and Radio*. New York: Appleton-Century-Crofts, 1971 (4th edition). 613 pp. $10.95.

Coleman, Howard W., ed. *Color Television: The Business of Colorcasting*. New York: Hastings House, 1968. 287 pp. $8.95.

Costello, Lawrence F., and George N. Gordon. *Teach with Television: A Guide to Instructional TV*. New York: Hastings House, 1965 (2nd edition). 192 pp. $5.95/3.45.

Davis, Desmond. *The Grammar of Television Production*. London: Barrie and Rockliff, 1966 (2nd edition). 80 pp.

Diamond, Robert M., ed. *A Guide to Instructional Television*. New York: McGraw-Hill, 1964. 304 pp.

Dolan, Robert Emmett. *Music in Modern Media*. New York: G. Schirmer, 1968. *ca*200 pp. $4.95.

Duff, Willis. *The Talk Radio Handbook*. San Francisco: Author, P.O. Box 26582, 1969. 61 pp. $3.75.

Dusenbury, Delwin B. *Television Performance*. Cincinnati: International Thespian Society, 1969. 35 pp. $2.00 (paperback).

Efrein, Joel Lawrence. *Video Tape Production and Communication Techniques*. Blue Ridge Summit, Pa.: TAB Books, 1971. 255 pp. $12.95.

Fang, Irving E. *Television News: Writing, Filming, Editing, Broadcasting*. New York: Hastings House, 1968. 285 pp. $8.95/5.60.

Gordon, George N. *Classroom Television: New Frontiers in ITV*. New York: Hastings House, 1970. 248 pp. $8.95/5.80.

Green, Maury. *Television News: Anatomy and Process*. Belmont, Cal.: Wadsworth Publishing Co., 1969. 352 pp. $7.95.

Hilliard, Robert L., ed. *Understanding Television: An Introduction to Broadcasting*. New York: Hastings House, 1964. 254 pp. $6.95/3.95.

Hilliard, Robert L. *Writing for Television and Radio*. New York: Hastings House, 1967 (2nd edition). 320 pp. $6.95. (1967-A).

Hilliard, Robert L., ed. *Radio Broadcasting: An Introduction to the Sound Medium*. New York: Hastings House, 1967. 190 pp. $6.95/4.40 (1967-B).

Hyde, Stuart W. *Television and Radio Announcing*. Boston: Houghton-Mifflin, 1971 (2nd edition). 549 pp. $9.95.

Jones, Peter. *The Techniques of the Television Cameraman*. New York: Hastings House, 1969 (2nd edition). 243 pp. $10.00.

Kehoe, Vincent J-R. *The Technique of Film and Television Make-Up For Color and Black & White*. New York: Hastings House, 1969 (2nd edition). 280 pp. $16.50.

Kingson, Walter K., and Rome Cowgill. *Television Acting and Directing: A Handbook*. New York: Holt, Rinehart, & Winston, 1965. 298 pp. $7.00 (paperback).

Klages, Karl W. *Sportscasting*. Lafayette, Ind.: Sportcasters (P.O. Box 1075), 1963. 154 pp. $4.00.

Lawton, Sherman P. *The Modern Broadcaster: The Station Book*. New York: Harper, 1961. 351 pp. $6.00.

Lawton, Sherman P. *Introduction to Modern Broadcasting: A Manual for Students*. New York: Harper & Row, 1963. 157 pp.

Levitan, Eli L. *An Alphabetical Guide to Motion Picture, Television, and Videotape Production*. New York: McGraw-Hill, 1970. 797 pp. $24.50.

Lewis, Bruce. *The Technique of Television Announcing*. New York: Hastings House, 1966. 264 pp. $10.00.

Lewis, Colby. *The TV Director/Interpreter*. New York: Hastings House, 1968. 255 pp. $8.95/5.95.

Lewis, Philip L. *Educational Television Guidebook*. New York: McGraw-Hill, 1961. 238 pp. $6.95.

Millerson, Gerald. *The Technique of Television Production*. New York: Hastings House, 1968 (2nd edition). 440 pp. $13.50/7.20.

Newsfilm Standards Conference. *A Guidebook and Working Manual for Students and Professionals*. New York: Time-Life Broadcasting Inc., 1964. 90 pp. $2.50 (paperback).

Nisbett, Alec. *The Technique of the Sound Studio: Radio, Record Production, Television, and Film*. New York: Hastings House, 1970 (2nd edition). 559 pp. $13.50/10.00.

Oringel, Robert S. *Audio Control Handbook for Radio and Television Broadcasting*. New York: Hastings House, 1968 (3rd edition). 154 pp. $7.95.

Peterson, Sheldon, ed. *Television Newsfilm: Content*. New York: Time-Life Broadcasting Inc., 1965. 86 pp. $2.50 (paperback).

Peterson, Sheldon, ed. *The Newsroom and the Newscast*. New York: Time-Life Broadcasting Inc., 1966. 112 pp. $2.50 (paperback).

Roberts, Edward Barry. *Television Writing and Selling*. Boston: The Writer, Inc., 1967 (5th edition). 504 pp.

Siller, Bob, Ted White, and Hal Terkel. *Television and Radio News*. New York: Macmillan, 1960. 227 pp. $6.95.

Spottiswoode, Raymond, Gen. ed. *The Focal Encyclopedia of Film and Television Techniques*. New York: Hastings House, 1969. 1100 pp. $37.50.

Stasheff, Edward, and Rudy Bretz. *The Television Program: Its Direction and Production*. New York: Hill & Wang, 1968 (4th edition). 335 pp. $6.95/2.95.

Trapnell, Coles. *Teleplay: An Introduction to Television Writing*. San Francisco: Chandler Publishing Co., 1966. 245 pp.

Wainwright, Charles Anthony. *Television Commercials: How To Create Successful TV Advertising*. New York: Hastings House 1970 (2nd edition: no discernable change fron 1st of 1966). 318 pp. $8.95/5.95.

Whitfield, Stephen E., and Gene Roddenberry. *The Making of Star Trek*. New York: Ballentine Books, 1968. 414 pp. $1.50 (paper).

Wilkie, Bernard. *The Technique of Special Effects in Television*. New York: Hastings House, 1971. 392 pp. $15.00.

Willis, Edgar E. *Writing Television and Radio Programs*. New York: Holt, Rinehart & Winston, Inc., 1967. 372 pp. $6.95.

Wimer, Arthur, and Dale Brix. *Workbook for Radio and TV News Editing and Writing*. Dubuque, Iowa: William C. Brown Co., 1970 (3rd edition). *ca*350 pp.

Wylie, Max. *Writing for Television*. New York: Cowles Book Co., Inc., 1970. 456 pp. $9.95.

Zettl, Herbert. *Television Production Handbook*. Belmont, Cal.: Wadsworth Publishing Co., 1968 (2nd edition). 541 pp. $9.50.

Zettl, Herbert. *Television Production Workbook*. Belmont, Cal.: Wadsworth Publishing Co., 1968 (2nd edition). 208 pp. $4.50 (paperback).

Broadcasting Textbooks III: Foreign and International

(Reprinted from *Educational Broadcasting Review*, October, 1971

The basic approach and limitations of this survey of current broadcasting textbooks were presented in Part I [*EBR* (April 1971), pp. 49–56], which covered industry and effects; Part II [*EBR* (June 1971), pp. 50–56] covered production and performance works. This portion of the series, like those in the past, refers only to in-print textual material published (with two exceptions here) in or after 1960. Additional limitations on this part of the series include the following: no treatment of works dealing solely with print or film media,[1] no coverage of propaganda except for selected works on USIA and RFE (the literature on propaganda is so large as to require separate treatment), restriction to English language works, and ignoring of purely production-performance works published abroad.

Text material is very limited in this area *if* one restricts himself only to works *intended* for text usage. The following review deals with 64 specific works (listed at the end) and makes reference to many other publications (in the notes) without which teaching materials in foreign and international broadcasting are scarce indeed. However, the discussion is still selective, as to deal with all in-print and applicable works on British broadcasting, for example, would probably take the entire review. This portion of the series is divided into six categories: general foreign/international, legal and technical aspects, comparative systems (concentrating on England, Europe, the USSR and Mainland China, Japan, and Canada), developing areas, educational broadcasting, and the U.S. role abroad. Of the titles listed in the bibliography, 45 appeared in or since 1966

[1] Though there is a wealth of information in foreign film content and personalities, there does not seem to be much available on the economics of film on an international basis, suitable for comparison with broadcasting information. For the only recent study on this line, see Thomas Guback, *The International Film Industry* (Bloomington: Indiana University Press, 1968), a 244-page volume concentrating on problems of distribution and production.

(18 in 1970-71 alone) thus upholding the trend already noted of an increasing rate of publication in broadcasting subjects.

Textbook Evaluations

General Foreign. International. The two most current works dealing with international communications in the broadest sense (including but not restricted to broadcasting) are Merrill-Bryan-Alisky (1970), and Fischer-Merrill (1970), both works having John C. Merrill of the University of Missouri School of Journalism as common author/editor. The first book stresses print media heavily in its country-by-country survey of the world, but this revised edition includes good summaries of broadcast media for most countries. The second work is a reader divided along topical rather than regional or country lines, which in its 41 essays (many original for this book) treats all media fairly evenly. The three articles specifically treating radio-television are from mid-1960s Unesco courses (see below). The first book is most useful in journalism courses, while the second will better serve the general media or broadcasting course. Neither, however, gives a good sense of the diversity of broadcasting systems, for that is not their chief focus.

Increasingly, courses in history, political science and other fields are looking at the role of communications in and between other countries. Two recent readers of this type are Hoffman (1968), which applied recent behavioral research to all types of international communication (not just media, let alone broadcasting) and Lee (1968), which examines the broad role of media in diplomacy. Both books concentrate on policy effects of communication rather than on the means of communicating.[2]

Turning to works on broadcasting alone, Emery (1969) is the standard work with excellent detailed coverage of 28 countries plus chapters on international communications organizations, the American role abroad, and pirate broadcasting. Unfortunately, even this large (752 pp.) volume has omissions: Mexico is the only Latin American country covered, Turkey the only country in the Middle East, fewer than 15 pages are devoted to a summary article intended to cover all of Africa, and there is no discussion of Asian broadcasting except for Japan. Even with the resulting heavy bias to the developed world, and especially Europe, the volume is still the best single study now available. For balance in a general course, however, supplementary reading from one of the sources discussed below on developing areas is suggested.

Two other smaller works are useful for their detailed supplementary information.[3] Providing the most detailed information for the largest number of countries is Unesco (1965) even though its information is now nearly a decade out of date. It is objective, offers detailed and official information, and provides good overview articles by area. Even though dated, its low cost and wealth of information makes this a good text or supplementary reader choice.[4] The *World Radio-TV Handbook* (annual) is the most up-to-date source discussed thus far, but it is also least applicable to text use. The *Handbook* is issued annually in Denmark (with an updating summer supplement) and contains very detailed listings of frequencies, power, and times on the air for all the world's stations (mainly shortwave). Its text suitability is low because it lacks any descriptive material or

[2] A fairly recent publication in this area is unfortunately out of print (a sad malady common in this area, as will be seen in other notes). See W. Phillips Davison, *International Political Communication* (New York: Praeger, 1965).

[3] Two of the best studies of world-wide radio and television are now out of print. See George Codding Jr., *Broadcasting Without Barriers* (Paris: Unesco, 1959); and Wilson P. Dizard, *Television: A World View* (Syracuse, N.Y.: Syracuse University Press, 1966). For good up-to-date information see the special annual international broadcasting issue of *Variety* issued in April.

[4] The standard reference work, *World Communications* (Paris: Unesco, 1964) is out of print in the English edition (it's available in French) and is overdue in revised form. *World Radio and Television* comes from this larger study as does another paperback, *World Press*. Unfortunately, the information on film economics and audiences is available only in the out-of-print "parent" volume.

analysis.[5] Possibly useful as a supplement to the *Handbook*, however is Wood (1969) available from the same source, which offers brief descriptions of world short-wave broadcasting and can be used as a core on which to base the detailed information from the *Handbook*.[6] Even in paperback, however, the two cost about $11.00 combined.

Finally, mention of two works which are almost unique in what they offer. Markham (1970) offers an interesting collection of papers on the prospects and problems of teaching and doing research in international communications (and while useful for background, is thus not a text save perhaps for aspiring graduate students hoping to enter teaching).[7] Lichty (1970) is a massive (over 800 pages) bibliography of both foreign and international broadcasting which, while suffering from some citation, style, and organizational problems, is without doubt the most complete listing of English-language books and articles available in published form. Both of these works are musts for teachers in the field, and the bibliography ought to be required reference for grads concentrating in international communications.

Legal and Technical Aspects. Texts in this area deal with the closely interrelated topics of international organizations (legal aspects and functions), and technically-based allocations and transmission methods. Looking first at the more general works (leaving satellite-related studies for later consideration), we find Michaelis (1965) as an excellent historical survey of the development of international telecommunications (radio, telephone, telegraph, and television) technology and law built around a core discussion of the International Telecommunication Union's first century. A handsomely bound, illustrated, and documented volume, Michaelis makes a good historical introduction to international broadcasting.[8] An excellent though dated description of the allocations basis of international broadcasting control is found in Smythe (1957), an inexpensive and amazingly concise discussion with a wealth of detailed historical information. Far more in depth and up-to-date is Leive (1970), covering some of the same ground as Smythe, but concentrating on ITU decision-making, internal operation and administration. Leive is a highly detailed advanced text in international administrative law which is recommended for specialized graduate level courses. As such, it is a suitable predecessor to the long out-of-print Codding history of ITU.[9] Also taking the legalistic approach is Smith (1969), who devotes about 50 pages to the legalities of satellite broadcasting, but on the way

[5] Another reference source offering only a bare listing of station frequencies and power ratings is *Broadcasting Stations of the World* (Washington: Government Printing Office, 1971), an oft-revised four volume paperback.

[6] Wood's volume is due out in a revised printing this coming year and the author is at work on a more scholarly presentation with more in-depth coverage and documentation.

[7] Of similar background interest are the proceedings of an increasing number of academic conferences on international broadcasting. See, for example, Harold Niven (comp.), *International Broadcasting* (Association for Professional Broadcasting Education, 1771 N St., Washington, D.C. 20036, $4.00) for the major papers and discussions of a workshop held in November of 1970. Write to Dr. Walter Emery (Dept. of Speech, Ohio State University, Columbus 43210) for details on publication of the proceedings of his April 1971 "Global Broadcasting" conference; and to Dr. Robert Lindsay (Dept. of Journalism, University of Minnesota, Minneapolis 55455) for information on the proceedings of the Raymond Nixon Retirement Symposium, which was devoted to international-communications education and research. All of these meetings have information of substantive and practical value to supplement grad and undergrad courses.

[8] For a brief study of the issues coming before the 1971 and 1973 ITU conferences, see Panel on International Telecommunications Policy of the American Society of International Law, *The International Telecommunications Union: Issues and Next Steps* (New York: Carnegie Endowment for International Peace, Occasional Paper No. 10, 1971).

[9] George A. Codding, Jr. *The International Telecommunications Union* (Leyden: Brill, 1952).

presents a current analysis of the legal context of international broadcasting, the functions of ITU and regional broadcast organizations, and the problem of illegal transmissions. This detailed and accurate account is suitable for advanced undergraduate courses because of its broader coverage than that in Leive. Clearly of value would be a text on the various regional organizations (European and Asian Broadcasting Unions, etc.) to supplement the excellent coverage of world bodies now available.

Turning to discussion of technical matters only (specifically, satellites), one of the best single volumes exploring both the history and current developments in space communications is Dunlap (1970), a third edition of the work first issued in 1962. Dunlap does not discuss legal problems, and writes for a popular audience, but the book has definite text value in specialized courses. A less expensive and briefer treatment of communication satellites alone is Jaffe (1966), which would make an excellent supplementary book for a broader-based course. Analysing the role of satellites in international communications (and especially for developing nations) is Unesco (1968), whose 21 articles are based on a 1965 conference and explore the pros and cons of direct satellite broadcast exchanges. As a reader it is uneven, but of use, again, in supplementary style. Finally, the recent McWhinney collection (1970) of 11 papers deals with satellites in seven, offering views on direct broadcasting from many countries, including developing nations. Both the Unesco and McWhinney collections offer a good balance to the more usual Comsat-oriented discussions available here. Because of the price difference and larger contents, however, the Unesco is likely to get wider use than McWhinney.[10]

[10] The 20th Century Fund has issued four studies of satellite communication in the past three years, but only one is still in print. See 20th Century Fund Task Force on International Satellite Communications, *The Future of Satellite Communications: Resource Management and the Needs of Nations*. (New York: 20th Century Fund, 1970, $1.00), an 80-page paperback predictive study useful as a supplementary reading. Also of value are two recent volumes of hearings before the Subcommittee on National Security Policy and Scientific Developments of the House Committee on Foreign Affairs, *Satellite Broadcasting: Implications for Foreign Policy* (91st Cong., 1st Sess., May 1969), and *Foreign Policy Implications of Satellite Communications* (91st Cong., 2nd Sess., April 1970). Both contain contributed papers as well as testimony on the topic and both should be available at no charge from the committee. Finally, dealing almost exclusively with the setting up and early operations of the Communications Satellite Corporation (Comsat) is Lloyd D. Musolf (ed.) *Communication Satellites in Political Orbit* (San Francisco [now Scranton, Pa.]: Chandler, 1968), a 190-page reader with some 30 articles. The Rand Corporation (1700 Main St., Santa Monica, Cal. 90406) has an extensive and constantly up-dated list of satellite studies, many relating to international communications aspects.

Comparative Systems. Aside from the general works noted above, there are several countries or regions which now have several specialized studies devoted to their broadcasting systems. Those dealt with here include Britain, Europe, and Soviet Union and Mainland China, Japan and Canada. The unevenness of that listing suggests in itself some needs for future text writers.

The material available on British broadcasting is immense—all the more so of course, because it's all in English and comes out at a rate approximating our own output of radio-TV studies. Even a brief listing of major sources must include the monumental Briggs series (1961, 1965, 1970,) which covers BBC history from radio's technical beginnings through the end of the war in 1945. This set of volumes (to be joined by a fourth and final volume taking the story to 1954 and inception of the ITA) is clearly the best history of broadcasting available (in English) for any country even though the aggregate price (over $40 in the U.S., with half of that the cost of the most recent volume alone) is far too high for most teachers, let alone their students. Offering one-volume surveys of British broadcasting are Paulu (1956), which presents the BBC as ITA was just getting started; Paulu (1961), a sequel which offers in-depth treatment of both BBC and ITA operations after the initial adjustment to a bifurcated system; and Wedell (1968), which is probably the best single-volume treatment of British

radio and television today. Each of these three is something like a "snapshot" view of the stystem at a particular time, and though Paulu is an American, even British sources have greatly admired his insight and analysis. Paulu's volumes concentrate on operations and programming while Wedell examines the policy and planning factor.[11]

Teaching material for the rest of (Western) Europe is limited mainly to Emery (1969), already discussed, and Paulu (1967). The Paulu text offers a mid-1960s topical approach to broadcasting in Germany, the Benelux countries, France, Italy, Switzerland, Austria, Sweden and brief mention of other western countries as well as Warsaw Pact nations. The text concentrates on facilities, structure and organization, finances, and both information and entertainment programming.[12] Other valuable information on Western European broadcasting is found in current issues of *European Broadcasting Review* (Part B—General and Legal), and *Gazette*, as well as other EBU publications.[13]

There are four in-print texts dealing with broadcasting (and other media) in the Soviet Union and/or Mainland China. Markham (1967) is the only volume which covers both countries sequentially, but with a heavy emphasis on print media. Hopkins (1970) offers more in-depth treatment of Soviet media including lengthy discussions of radio-TV and films in the USSR. Inkeles (1958) is a badly dated yet still interesting discussion of Soviet media which deals heavily in propaganda means and ends as well. Yu (1964) is the only volume devoted exclusively to the People's Republic of China and offers a heavy emphasis in propaganda methods as well as detailed coverage of media operation as it was prior to the Cultural Revolution in the late 1960s. For good discussion of Chinese media, a combination of Markham and Yu is best, while for Soviet media Hopkins is the clear choice. For courses emphasising propaganda methods, all four are useful.

Japanese broadcasting is also well-covered, thanks primarily to an extensive publishing program of Nippon Hoso Kyokai (NHK)—the Japanese Broadcasting Corporation. Of particular interest is the Eguchi-Ichinohe (1971) collection of ten articles, five of them covering most aspects of Japanese broadcasting, the other five being reprints of research articles on other countries' systems. Also of value are the *Studies of Broadcasting* volumes, an annual series issued since 1963 under NHK auspices. Furo (1971) offers the most recent in-depth published research on the effects of television on young people since the work of Himmelweit-Oppenheim-Vince (1958, and out of print) and Schramm-Lyle-Parker (1961). See also the Japanese studies on educational broadcasting discussed below.[14]

Information on Canadian broadcasting is available, though not in the amount, variety and quality which might be expected. The two best histories are Peers (1969), which covers in great detail the political-legal developments up to the 1951 inception of television, and Weir (1965), which concentrates on the history of the CBC from its inception to the early 1960s. Both authors were employed by CBC and show their bias in its favor, but both are well-informed. Peers covers too

[11] The best source of current information is the current handbook of the BBC and the similar volume for ITA, and both have bibliographies.

[12] Paulu is presently preparing another volume to cover in similar detail broadcasting in Eastern Europe. Publication date is not yet set.

[13] For a detailed discussion of EBU monographs and other publications, as well as other English-language publications from various countries, see the report in *Broadcasting Bibliophile's Booknotes* II: 6 (May 1971), pp. 4-7. Of particular value is the soon-to-be-revised monograph on the *Organization of Broadcasting*.

[14] Perhaps the single most useful volume from NHK is *The History of Broadcasting in Japan* (Tokyo: NHK Radio & TV Culture Institute, 1967), a 436-page English illustrated condensation of the standard three-volume Japanese work of the same title. A limited number of copies may be available for libraries. NHK issues a very useful annual *Handbook* in the middle of each year which is a wealth of program, audience, and economic information and statistics, as well as the monthly *NHK Today and Tomorrow*—copies available free on request.

short (and old) a time to be of much use in this country, and Weir gives short shrift to the commercial broadcaster's role. Jamieson (1966) offers a less-scholarly book concentrating on the private broadcaster—a good balance to the other two—written from the author's vantage point as a member of Canada's Parliament. Of these three major works, Peers is the most objective (and with a second volume bringing the story up to date, could be definitive), Weir the most inclusive (but CBC-biased), and Jamieson the lightest (but best for the private broadcaster's views).[15] For a short view tying it all together, Shea is fair and balanced between all elements. A specialized study on Canadian broadcast advertising, Firestone (1966), is a valuable discussion of current practices making for interesting comparison with U.S. practices.

Developing Areas. The standard introductory text here remains Schramm (1964), written under the auspices of Unesco and now available in paperback. It offers a clearly written analysis of the problems and potential of media in the development process. Of possible use as an advanced text is Rodgers-Svenning (1969) discussed below. Pye (1963) and Lerner-Schramm (1967), both of which lean heavily to Asian countries for examples, are readers offering a diversity of viewpoints. Pye's contributors speak more specifically on media in political communication within a country, while the Lerner-Schramm compilation devotes most of its attention to case studies of Mainland China, the Phillipines, and India, stressing economic and social factors. Two shorter studies are those of Sodepax (1970), a two-volume compilation of papers and bibliography on potential church roles in applying media to development, and Pool *et al.* (1971), which offers a very brief overview of the major issues as they appeared at the start of the decade.

Aside from the Asian "bias" noted in two of the readers above, an increasing number of area-emphasis works are appearing.[16] An interesting study of the unique and seemingly insurmountable problems of India is found in Rao (1966), which carefully examines media impact on two types of rural villages, one developing, and the other still locked in tradition. His field method and results are useful for Asia as a whole and other regions as well. Until this year, Africa was represented only in Doob (1961), a study of all types of communication which stresses face-to-face contacts and discusses media only briefly and indirectly. Hachten (1971) is now *the* text on African media covering first some general topics (media systems, news flow, varied roles of governments, foreign correspondents, etc.) and then case studies which stress former British Africa (Nigeria, Ghana, Ivory Coast, Senegal, Kenya, Zambia, and South Africa). Even with its journalistic stress, this up-to-date book is indispensable.[17] Two research volumes examine media role in Latin America. Deutschmann *et al.* (1968) is an unfortunately over-priced volume that discusses media technology as one of several important change agents in the modernization process. Rodgers-Svenning (1969) is a highly detailed and somewhat complicated analysis of media impact on five Colombian villages in the Andes, which also brings other studies into support of its thesis that all development is a matter of some sort of communication. Both Latin

[15] I am indebted to Dr. Alexander F. Toogood of Temple University for his views on these volumes. He is the author of *Broadcasting in Canada: Aspects of Regulation and Control* (Ottawa: Canadian Association of Broadcasters, 1969), a detailed legal history available for $25.00 per copy with discount available for quantity orders. The study is well-documented and objective—an excellent reference work unfortunately priced too high for text adoption consideration.

[16] The pioneering work of this type is still available, though it's now badly dated, as field work supporting it was done in the late 1940s. See Daniel Lerner, *The Passing of the Traditional Society* (New York: Free Press, 1958), which is a study of the Middle East strongly stressing media's role in development.

[17] Dr. Sydney W. Head of Temple University is in the initial stages of assembling authors for a reader tentatively titled *Broadcasting in Africa: A Continental Survey of Radio and Television* to be published by Temple University Press in another year or so.

American studies, particularly the latter, are best used in advanced courses with students already introduced to the basic issues.

Continual study and updating of research and opinions on the media role in development will be necessary if the classroom is to serve as training ground. A partial step in this direction (partial in the sense that they are brief and issued in limited numbers periodically) are the often excellent Unesco *Reports and Papers in Mass Communications*, most of which in recent years have been devoted to the problems of developing areas. There are usually four to six new titles yearly and they give current information from conferences and other official sources. Of value as well, of course, are the standard research journals, especially *European Broadcasting Review* (which reports extensively on former colonial nations), and *Gazette*.

Educational Broadcasting. As nearly all media use in developing countries can be considered educational, texts discussed in this section and just above may be considered practically interchangable in many cases. There are few books dealing specifically with educational media in developing countries.[18] Perhaps the best survey is that by Schramm *et al.* (1967), which is based on some 25 case studies published in three short volumes by the International Institute for Educational Planning (1967), the four-volume set being available from Unesco. The summary volume offers a view of worldwide trends and makes specific policy suggestions for media planners, while the three case study volumes detail ETV growth and applications (plus a few radio studies) in both developed and developing countries. A general international course can do well with only the summary volume (the only general and current source available),[19] while more advanced or specialized courses might want all four.

English-language publications on educational broadcasting in specific countries seem to exist in suitable text format only for Britain, Canada and Japan (beside the U.S., of course, covered in Parts I and II of this series). Britain is well-covered in Robinson (1966), Moir (1967) and Gibson (1970). The first two offer collections of papers delivered at two separate 1966 conferences on the role and prospects of educational broadcasting. Robinson's collection stresses the BBC role and covers radio as well as TV, Moir gives more attention to the commercial companies' role and deals only with TV, and Gibson offers brief administrative and programming guidelines which are a useful reflection of current practices in Britain. All three are useful, with Robinson being perhaps the best balanced and most inclusive. Canada is covered in Lambert (1963), which presents a detailed history of school broadcasting development, thus ignoring other types of educational broadcasting.[20]

Japan is represented not only by the publications of NHK but by two recent volumes published separately, deVera (1967) on the role of educational television (concepts, audience, and effects), and Nashimoto (1969), which is a complete history of educational radio and TV from the mid-1920s to the mid-1960s. The latter devotes extensive attention to administration, programs, audience surveys and observed effects, and the role of the teacher. Nashimoto's work, though twice as expensive, is clearly the more interesting for its broader scope. Most other countries, the U.S. included, would be well off to have such a history.

There is room for studies of educational broadcasting in other countries, especially those like Italy, France, Colombia, and

[18] Many of those are in foreign languages or of limited interest because of specificity. An example of the former is Jesus Garcia Jimenez, *Television Educativa Para America Latina* (Mexico City: Editorial Porrua S.A., 1970), which is a superior 358 page survey of ETV in all Latin American countries. An example of the latter are the many studies of ETV in India, mainly published by the government or Indian universities.

[19] An earlier source is now out of print. See Henry Cassirer, *Television Teaching Today* Paris: Unesco, 1960).

[20] A broader and more recent view is not as readily available. See Earl Rosen (ed.), *Educational Television, Canada: The Development and State of ETV, 1966* (Burns and MacEachern Ltd., 1966), a 100-page paperback review of survey results and publications presenting a "snapshot" view of the situation in that year.

Mexico which have special projects underway. There is now no overview text of educational broadcasting progress in Europe,[21] nor any specific work on educational media use in the communist nations.

U.S. Role Abroad. Most book-length studies of the U.S. role in international communications deal with the USIA and its broadcasting arm, Voice of America. Sorensen (1968) is a very good history of the agency with some information on government activities which preceded it. Elder (1968) and Henderson (1969) seem nearly identical in coverage of the modern-day USIA operation, though Elder offers the more intensive examination. Henderson presents chapters on VOA, and USIA in the Vietnam war, and his general approach is broader than Elder who closely examines the decision-making policy process at various agency levels. Rubin (1968) provides an in-depth discussion of USIA objectives as seen by Congress, the Executive Branch and in USIA itself. His book, like both Henderson and Elder, is based heavily on primary documents and interviews and is thus that best of all possible worlds—a text book with fresh research. Bernays and Hershey (1970) is a book built around a reprinting of some congressional hearings on the problems of defining and meeting USIA's stated objectives. The first half of the volume is a collection of special papers, the second half a reprint of the government hearing. Except for the most detailed or advanced course, however, either Henderson or Elder will suffice, the choice between them depending on level of student (Henderson is easier to grasp) and aim of the course.

There is, as yet, little available on other U.S. international broadcasting efforts. Radio Free Europe is minutely analysed in Holt (1958), which is now badly dated (his coverage ends with the Polish and Hungarian uprisings of 1956) but still offers solid data on RFE's inception and early years.[22] There is great need for a book covering Radio Liberty, Radio in the American Sector (of Berlin), and RFE as they now are, and a volume on the Armed Forces Radio-Television Service would be of value as well.

Studies of quieter American efforts are few. Kelman-Ezekiel (1970) is an in-depth study of the effects of a 1962 seminar of foreign broadcasters brought to observe radio-TV operations here. The study evaluated the personal impact of the seminar on the 28 participants and their impact at home, but the fact that the book was published eight years after the events took place is symptomatic of the limitations in scholarly writing and publishing. It's an interesting but isolated and thus esoteric case.[23]

Summing Up

Thanks to a rapidly increased rate and variety of publication in the past two years or so, our textbook choices in foreign and international broadcasting are in relatively good shape. We need further up-dating on broadcasting's role in developing countries, a new edition of the standard Unesco *World Communications*, an overview of educational broadcasting's development and potential, a good study in comparative communications (broadcasting) law, and a one-volume history of world and international broadcasting. Perhaps the major missing link is a study of the world's audience for all kinds of broadcasting, and the effects the medium has and is having.

[21] Aside from European broadcasting publications already noted, many of which relate to educational broadcasting, see Council for Cultural Cooperation [of the] Council of Europe, *Direct Teaching By Television* (Strasbourg, Council of Europe Series on Education in Europe, 1967), for a 100-page discussion of developments in France, Italy, and Britain.

[22] A popular but more recent telling of the RFE story is now out of print. See Alan Michie, *Voices Through the Iron Curtain* (New York: Dodd, Mead, 1963).

[23] Research monographs on various American projects abroad are constantly appearing but often receive little attention. This is unfortunate as many of these ephemeral efforts made for useful class case-studies. A case-in-point is the Peace Corps ETV project in Colombia, extensive reports on which are available from ERIC (ERIC Clearinghouse on Educational Communication, Stanford University), and the Rand Corporation (address in note 10), the latter offering three critically analytic reviews of the whole project.

Textbooks Discussed in Article

Like the article which it supplements, this list is not exhaustive, but rather suggestive of text availability. Where two prices are shown, the second refers to paperback editions.

Bernays, Edward L., and Burnet Hershey (eds.). *The Case for Reappraisal of U.S. Overseas Information Policies and Programs.* New York: Praeger Special Studies, 1970. 316 pp. $12.50.

Briggs, Asa. *The Birth of Broadcasting: The History of Broadcasting in the United Kingdom [to 1926].* London: Oxford University Press, 1961. 425 pp. $10.00.

———. *The Golden Age of Wireless: The History of Broadcasting in the United Kingdom [1927 to 1939].* London: Oxford University Press, 1965. 688 pp. $12.50.

———. *The War of Words: The History of Broadcasting in the United Kingdom [1939 to 1945].* London: Oxford University Press, 1970. 766 pp. $21.00.

Deutschmann, Paul J., H. Ellingsworth, and John T. McNelly. *Communication and Social Change in Latin America.* New York: Praeger, 1968. 142 pp. $15.00.

deVera, Jose M. *Educational Television in Japan.* Rutland, Vt.: Charles E. Tuttle, 1967. 140 pp. $6.00.

Dizard, Wilson P. *Television: A World View,* Syracuse, N. Y.: Syracuse University Press, 1966. 349 pp. $7.95.

Doob, Leonard. *Communications In Africa: A Search for Boundaries.* New Haven: Yale University Press, 1961. 406 pp. $6.75/2.45.

Dunlap, Orrin E., Jr. *Communications in Space: From Marconi to Man on the Moon.* New York: Harper & Row, 1970. 338 pp. $7.95.

Eguchi, H., and H. Ichinohe, (eds.) *International Studies of Broadcasting With Special Reference to the Japanese Studies.* Tokyo: NHK Radio & TV Culture Research Institute, 1971. 301 pp. $4.50 (paper).

Elder, Robert E. *The Information Machine: The United States Information Agency and American Foreign Policy.* Syracuse, N.Y.: Syracuse University Press, 1968. 356 pp. $10.00.

Emery, Walter B. *National and International Systems of Broadcasting: Their History, Operation and Control.* East Lansing: Michigan State University Press, 1969. 752 pp. $12.50.

Firestone, O. J. *Broadcast Advertising in Canada: Past and Future Growth.* Ottawa: University of Ottawa Press, 1966. 358 pp. $3.75 (paper).

Fischer, Heinz-Dietrich, and John C. Merrill (eds.). *International Communication: Media, Channels, Functions.* New York: Hastings House, 1970. 508 pp. $12.95/8.20.

Furo, Takeo. *The Function of Television for Children and Adolescents.* Tokyo: Monumenta Nipponica (Sophia University), 1971. 323 pp. $9.50.

Gibson, Tony. *The Use of ETV: A Handbook for Students and Teachers.* London: Hutchison Educational, 1970. 127 pp. $2.00 (paper).

Hachten, William A. *Muffled Drums: The News Media in Africa.* Ames: Iowa State University Press, 1971. 314 pp. $9.50.

Henderson, John W. *The United States Information Agency.* New York: Praeger, 1969. 324 pp. $8.50.

Hoffman, Arthur S. (ed.). *International Communication and the New Diplomacy.* Bloomington: Indiana University Press, 1968. 206 pp. $6.95.

Holt, Robert T. *Radio Free Europe.* Minneapolis: University of Minnesota Press, 1958. 249 pp. $5.00.

Hopkins, Mark W. *Mass Media in the Soviet Union.* New York: Pegasus, 1970. 384 pp. $8.95.

Inkeles, Alex. *Public Opinion in Soviet Russia: A Study in Mass Persuasion.* Cambridge, Mass.: Harvard University Press, 1958. 393 pp. $7.50.

International Institute for Educational Planning. *New Educational Media In Action: Case Studies for Planners.* Paris: Unesco, 1967. Published in three volumes (203 pp.; 226 pp.; and 198 pp.). $4.50 each (paper).

Jaffe, Leonard. *Communications in Space.* New York: Holt, Rinehart & Winston, 1966. 176 pp. $2.00 (paper).

Jamieson, Don. *The Troubled Air.* Fredericton, N.B.: Brunswick Press, 1966. 237 pp. $5.75.

Kelman, Herbert C., and Raphael S. Ezekiel. *Cross-National Encounters.* San Francisco: Jossey-Bass, 1970. 368 pp. $10.50.

Lambert, Richard S. *School Broadcasting in Canada.* Toronto: University of Toronto Press, 1963. 223 pp. $5.00.

Lee, John (ed.). *Diplomatic Persuaders: New Role of the Mass Media in International Relations.* New York: Wiley, 1968. 205 pp. $8.50.

Leive, David M. *International Telecommunications and International Law: The Regulation of the Radio Spectrum.* Leyden (Netherlands): A. W. Sijthoff, 1970 (available in this country from Oceana Publications Inc.). 386 pp. $16.50.

Lerner, Daniel, and Wilbur Schramm (eds.). *Communication and Change in the Developing Countries.* Honolulu: East-West Center Press, 1967. 333 pp. $9.50.

Lichty, Lawrence W. (comp.). *World and International Broadcasting: A Bibliography.* Washington: Association for Professional Broadcasting Education, 1970. 881 pp. $15.00/10.00 to APBE members (paper).

Markham, James W. *Voices of the Red Giants: Communications in Russia and China.* Ames: Iowa State University Press, 1967. 513 pp. $9.50.

——— (ed.). *International Communication as a Field of Study.* Iowa City: University of Iowa Publications Department, 1970. 158 pp. $3.50 (paper).

McWhinney, Edward (ed.). *The International Law of Communications.* Leyden (Netherlands): A. W. Sijthoff, 1971 (available in this country from Oceana Publications Inc.). 170 pp. $7.50 (softcover).

Merrill, John C., Carter R. Bryan, and Marvin Alisky. *The Foreign Press: A Survey of the World's Journalism.* Baton Rouge: Louisiana State University Press, 1970. 366 pp. $7.95 (paper).

[Michaelis, Anthony R.] *From Semaphore to Satellite.* Geneva: International Telecommunications Union, 1965. 343 pp. $9.00.

Moir, Guthrie (ed.). *Teaching and Television: ETV Explained.* Oxford (England): Pergamon Press, 1967. 170 pp. $6.00/4.00.

Nishimoto, Mitoji. *The Development of Educational Broadcasting in Japan.* Rutland, Vt.: Charles E. Tuttle, 1969. 287 pp. $12.50.

Paulu, Burton. *British Broadcasting: Radio and Television in the United Kingdom.* Minneapolis: University of Minnesota Press, 1956. 457 pp. $6.00.

———. *British Broadcasting in Transition.* Minneapolis: University of Minnesota Press, 1961. 250 pp. $5.00.

———. *Radio and Television Broadcasting on the European Continent.* Minneapolis: University of Minnesota Press, 1967. 290 pp. $7.50.

Peers, Frank W. *The Politics of Canadian Broadcasting: 1920-1951.* Toronto: University of Toronto Press, 1969. 466 pp. $13.50.

Pool, Ithiel de Sola, Philip J. Stone, and Alexander Szalai. "Communications, Computers and Automation for Development," *UNITAR Research Reports* No. 6. New York: United Nations Institute for Training and Research, 1971. 61 pp. $2.00.

Pye, Lucian W. (ed.). *Communications and Political Development.* Princeton, N. J.: Princeton University Press, 1963. 381 pp. $6.50/-2.95.

Rao, Y. V. Lakshmana. *Communication and Development: A Study of Two Indian Villages.* Minneapolis: University of Minnesota Press, 1966. 145 pp. $4.50.

[Robinson, John (ed.)]. *Educational Television and Radio in Britain.* London: British Broadcasting Corporation, 1966. 292 pp. $3.00.

Rodgers, Everett M. in collaboration with Lynne Svenning. *Modernization Among Peasants: Impact of Communications.* New York: Holt, Rinehart & Winston, 1969. 429 pp. $8.00.

Rubin, Ronald I. *The Objectives of the U.S. Information Agency: Controversies and Analysis.* New York: Praeger Special Studies, 1968. 251 pp. $12.50.

Schramm, Wilbur. *Mass Media and National Development.* Stanford, Cal.: Stanford University Press/Unesco, 1964. 333 pp. $7.50/-3.50.

———, P.H. Coombs, F. Kahnert, and Jack Lyle. *The New Media: Memo to Educational Planners.* Paris: Unesco, 1967. 175 pp. $3.95 (paper).

Shea, Albert A. *Broadcasting the Canadian Way.* Montreal: Harvest House, 1963. 130 pp. $2.00 (paper).

Smith, Delbert D. *International Telecommunication Control.* Leyden (Netherlands): A.W. Sijthoff, 1969. 231 pp. $8.00.

Smythe, Dallas W. *The Structure and Policy of Electronic Communications.* Urbana: University of Illinois Bulletin, 1957. 103 pp. $1.50 (paper).

Sodepax (Committee on Society, Development and Peace). *Church, Communication, Development.* Geneva: Ecumenical Centre (150 Route de Ferney), 1970. ((two volumes; documents and bibliography) $3.50 each (paper).

Sorensen, Thomas C. *The Word War: The Story of American Propaganda.* New York: Harper & Row, 1968. 337 pp. $6.95.

Studies of Broadcasting. Tokyo: Radio and TV Culture Research Institute of Nippon Hose Kyokai, 1963-69, 1971-(Annual). Free on Request.

Twentieth Century Fund Task Force on International Satellite Communications. *The Future of Satellite Communications.* New York: Twentieth Century Fund, 1970. 80 pp. $1.00 (paper).

United Nations Education, Scientific and Cultural Organization. *Reports and Papers in Mass Communications.* Paris: Unesco, 1951-Date (series with four to six new titles per year at varied prices).

———. *World Radio and Television.* Paris: Unesco, 1965. 159 pp. $3.50 (paper).

———. *Communication in the Space Age: The Use of Satellites By the Mass Media.* Paris: Unesco, 1968. 200 pp. $4.00 (paper).

Wedell, E.G. *Broadcasting and Public Policy.* London: Michael Joseph, 1968. 370 pp.

Weir, E. Austin. *The Struggle for National Broadcasting in Canada.* Toronto: McClelland & Stewart, 1964. 477 pp. $12.50.

Wood, Richard E. *Shortwave Voices of the World.* Park Ridge, N.J.: Gilfer Associates, 1969. 96 pp. $3.95 (paper).

World Radio-TV Handbook. Park Ridge, N.J.: Gilfer Associates, 1947-Date (annual). *ca.* 300+pp. $6.95 (paper).

Yu, Frederick T.C. *Mass Persuasion in Communist China.* New York: Praeger, 1964. 186 pp. $5.00.

Broadcasting Textbooks IV: General Mass Media

(Reprinted from *Educational Broadcasting Review*, February, 1972)

This is the fourth and final part of a review series begun nearly a year ago whose purpose has been to review the current status of broadcasting and related-subject textbooks, concentrating on volumes published since 1960. In this part, the focus is on general communications volumes, excluding specific volumes dealing with film or print or broadcast media, but attempting to survey most of the pertinent titles which attempt to cover all media. Again, the emphasis is on in-print volumes written as texts since 1960, with production volumes being excluded.

It seems each section of this series has covered more books than the preceding; here we discuss 71 titles, six of which appeared before 1960, 53 in or after 1966, and no fewer than 22 in 1970–71 alone. Publication, as in the categories discussed earlier, is clearly picking up speed. The number of readers in mass communications, for example, is rapidly approaching the ridiculous level; the writer knows of at least six in pre-publication not listed here since they aren't yet available. Earlier articles noted topic areas needing textbooks, but it would seem clear from the books discussed below that we do not need any more general introductory readers. Note, however, that there are some needs in the mass communications area.

The 71 titles are discussed under these headings: general introductory texts, media history, media journalism, media theory, media effects, control-responsibility, basic readers, advanced readers, British media (a few general works of value to us) and some reference works.

Textbook Evaluations

General Introductory Texts. Included here are volumes written as texts rather than assembled as readers. The oldest stand-by, Barnouw (1956), is still in print, but suffers from being so dated in both concept (as much of the academic work in this field has developed since then) and detail.

The current ruling trio, then, is made up of books published within a year of one another; the third edition of Emery-Ault-Agee (1970), the second of Rivers-Peterson-Jensen (1971), and the first of Steinberg (1970). For several reasons, I rank them in the order listed. While no single text can adequately serve alone, the latest Emery-Ault-Agee has added more film and broadcast data, and has the best detailed coverage (and by far the best bibliography and career information—the latter being a major selling point to students these days). Rivers-Peterson-Jensen is strong in theory (a weakness of the other two), but its organization is more topical and episodic with less media organization and operation. It is the best volume of the three, however, for stimulating student thought on media problems and prospects. The last volume, Steinberg, is by far the weakest; it suffers from many gross errors and bad proof-reading, and is much more superficial than the other two, though its overall organization is best. There is not enough competition in this area, however, and there is strong need for at least two or three more competing titles offering some choice in organization and treatment of the broad mass communication field.

There are some other volumes of smaller scope that are useful as texts in courses which also use readers (see below). Wright (1959) is aging but still an excellent brief introduction to the basic concepts. Lacy (1965) offers a very brief overview of American media as they were in the late 1950s, concentrating on issues of freedom and censorship. Bretz (1970) provides an interesting and easily understood technological approach to media systems, stressing current problems and likely future developments, and seeking to organize media in terms of their technical characteristics. The volume is almost unique at this point—and is likely to prove a pathfinder in a field becoming increasingly technological in orientation.

Media History. All the publications in this area have been published in the last two years—and it is to be hoped that more join the circle. Best balanced, and now more readily usable in classrooms because of availability in paperback, is Nye (1970), the first attempt at a fairly detailed overview of the development of all popular culture (including minstrel shows, popular literature, circuses, music, etc.) in America. The man writes with a flair and the book's only drawback (besides its almost unavoidable superficiality in spots) is that no fewer than 50 pages are devoted to poetry; the author being an English professor, perhaps this couldn't be helped, but that space, in my mind, would have been better devoted to deeper treatment of modern media, especially popular print media. The volume is recommended and useful at any college level. Taking a wholly different approach is Gowans (1970), which looks at the visual arts (including such media as photography, comics, movies, cartoons, and television) in the context of the role of all illustrative arts (high and low) in society. The volume is about 150 pages devoted to media topics (including a chapter on advertising), but it is emphasis on the context in which the media coverage appears that makes this volume unique, and especially useful in fine arts approaches to media study. Looking in some detail at instructional uses of all types of media is Saettler (1969), a volume that should be on the shelves of all *EBR* readers, and one which makes an excellent text overview of developing uses of instructional technology for educational media courses and programs. The detail and synthesis of previous research literature is superb—and again, as with the other volumes mentioned in this history section, it is unique. A fourth and final unique history approach is that of Farrar-Stevens (1971), which offers a reader with 11 original essays on problems in communications history. Best utilized at an upper-division or graduate level, as it assumes a fair knowledge of media systems and operation, it is provocative and will hopefully point the way to future readers devoted to media development.

It is also to be hoped that competition in overall media history will be forthcoming against the Nye book. There are many lessons of the past to be applied to problems of the present and future—and texts are only just beginning to appear in this area.

Media Journalism. Another relatively recent trend within general mass communications text publishing is the journalistically oriented text. In the past a journalism text almost always meant newspaper—perhaps also magazine—coverage and nothing else. That focus is widening considerably. Most recent is a news-oriented introductory text, Merrill-Lowenstein (1971), which is a current problems volume seeking to involve its readers in a thought-provoking process. Its 17 chapters, about half by each author, explore topics like the role of news and opinion media, the media audience, and ethics and controls in news media. The book seeks to explore criticism of the press (meaning all media) while providing a conceptual background and viewpoints of its own. Hulteng-Nelson (1970) serves a similar purpose on a similiar level (say, sophomore or junior), thus offering a choice of two inexpensive paperbacks. On a more specific level, Lyle (1967), offers a detailed analysis of the news media's role in Los Angeles: first some 75 pages on news media in general, then 130 pages on the role of news and news gathering and reporting in the city and its suburbs. The microcosm is an excellent case study of news problems and prospects. Detailing the likely effects of technology on news gathering and reporting is Bagdikian (1971), one of the most important and interesting media books published in some years. The national news editor for the *Washington Post*, his book is the result of a two-year Rand Corporation study into likely media technology trends and their effects on media content. His analysis of current organization and economics in the field is excellent, and a recent paperback reissue should help text adoptions. Taking a strong anti-establishment viewpoint is the sharply critical Schiller (1971 reprint of 1969 original issue), which explores the effects of big business control of American media here and overseas. The volume is well documented and detailed but highly opinionated and is recommended for upper-level and graduate courses after a student has some basis of knowledge of the system as it presently exists. There are numerous readers detailed below which play into this area, the most useful being Agee, Casty, the journalism volume by the Kirschners, Christianson-McWilliams, Katz et al., and Berelson-Janowitz. Combinations of one or more of these readers with one or more of the texts noted here would make for well-rounded reading in a journalistic-oriented media course.

Media Theory. The best basic introduction to this area for beginning students remains DeFleur (1970), now in a second edition with the theory chapter greatly revised. The brief history chapters are excellent and the effects and theory discussion is clearly written and easily understood. For more advanced and thought-provoking opinions, the older Jacobs (1961) collection is still useful, although it takes a strongly elitist point of view. A good counter to Jacobs is Mendelsohn (1966) a sociologically oriented discussion into the pleasure and entertainment role of mass media which strongly defends that role in the face of existing criticism. Use of both books is sure to encourage class discussion and debate. Looking at communications in the broadest sense (not just media) is Berlo (1960), which remains one of the clearer introductions to communications theory for undergraduates. Its many diagrams, organizational approach, and employment of "questions for thought" are all useful teaching aides. On an advanced level, Stephenson (1967) offers another view of media as entertainers—but uses the complicated Q-sort technique to prove his points. The volume is more methodological than theoretical and thought provoking.

One can't talk about communications theory these days, of course, without including some mention of Canadian theorist Marshall McLuhan. Clearly the most useful in a classroom situation are his two major works of theory (1962, and 1964), beyond which the man has said little of importance. Four or five "pop-culture" pictorial works issued since in paperback are more expressions of typographical design and freedom than of serious communications theory. *Understanding Media* is rumored to be due out in revised form this year, but even as is (difficult reading, odd-ball organization,

unsupported assertions, and undocumented borrowings from others), it is a volume the basic tenets of which any communications student should be exposed to at some time in his college career. There are numerous articles and books offering criticism of McLuhan and his ideas, but the best is the most recent (Theall, 1971), which offers a detailed and rational analysis of the man and his developing theories written by a former student who sees both good and bad in his former instructor. Two readers providing a collection of the best articles both favorable and not so, are Stearn (1967), and Rosenthal (1968), the former providing 37 articles (six by the oracle himself), the second 22 (all by critics), with some overlap between the two. Both are in paper; the choice really is up to the instructor.

Media Effects. Here we have problems. The best overview volume is Klapper (1960), well over a decade out of date in supporting material, yet offering the clearest exposition of basic findings for beginning students. Klapper takes five hypotheses and then constructs his book around support of each in turn. The end result is clear understanding of research—to that time. As the field has grown, however, findings have become far more complex and except in a few areas book literature hasn't kept up. (Instructors are forced to assign much periodical reading for their students if they want to be at all up to date.) The only recent attempt at an overall review is McQuail (1969), which is admittedly a highly selective and very brief overview. Only about 60 pages of an already short volume are devoted to a systematic review of 1960s research, but thus far it is the best supplement to Klapper available. In two specific areas, however, we have some up-to-date research results. The most written-about topic is, of course, violence in the media, and the forthcoming (as this is written) Surgeon-General's report on Violence in Media (especially television) with the supplementary volumes of findings due for release by the Government Printing Office will greatly expand the literature we now have. Available at present, however, are two good paperback collections of revelant data worthwhile as texts. Baker-Ball (1968) is a hastily assembled and badly proofread collection of data for the Commission on the Causes and Prevention of Violence, but if you bail through the at times odd organization, there is a lot of solid information by a number of authors presented in a hefty but inexpensive package. There is extensive coverage of media's relation to ghetto and college populations and media (especially television) coverage of violence and disorder, and the 11 appendices on media effects at the end of the volume are worth the price of admission alone. Offering a shorter and better-organized collection on media violence is Larsen (1968), which has some 30 articles on all aspects of the subject. Although overly expensive, Greenberg-Dervin (1970) offers the first book-length study of the use of media by urban ghetto dwellers—a topic of concern at least in urban university courses. The volume is evenly divided between research findings and an annotated bibliography. It is best used in upper-division and/or graduate level courses.[1]

Control-Responsibility. The key works examining regulation of media content and operation[2] were discussed briefly in Part I of this series (*EBR*, April 1971, p. 52, column two). To that discussion should be added the just-published Devol

---

[1] The senior author of this volume was senior author of another highly useful study of news dissemination and media effect in an emergency—a book now apparently out of print. See Bradley S. Greenberg and Edwin B. Parker, eds., *The Kennedy Assassination and the American Public* (Stanford, Calif.: Stanford University Press, 1965).

[2] There is a large and increasing library devoted to the sticky subject of free press and fair trial, with both sides (media and lawyers) putting out one or two volumes a year arguing both sides of the ABA's Canon 35, which outlaws cameras and tape recorders in most court rooms. Even a partial listing of such works could take pages, but a few of the more recent studies are: John Lofton, *Justice and the Press* (Boston: Beacon Press, 1966); Donald M. Gillmor, *Free Press and Fair Trial* (Washington: Public Affairs Press, 1966); *Radio, Television and the Administration of Justice: A Documented Survey of Materials* (New York: Columbia University Press, 1964); *The Rights of Fair Trial and Free Press* (Chicago: American Bar Association, 1969).

(1971), which details key Supreme Court findings stressing the Warren Court years. The volume consists of good background notes, decisions (some complete, some excerpted) and a few law review articles—a useful and up-to-date package (it includes several key 1971 cases) which is the only regulation book discussed that is available in paper. Providing a somewhat theoretical and historical background is the now-classic Siebert-Peterson-Schramm (1956), an easily understood if somewhat cold-war-tainted (in the Soviet chapter) study. Looking specifically at issues of monopoly and economics in print and broadcast (but not film) media is Rucker (1968) a sometimes over-stated, but still fascinating and instructive polemic which opens the eyes of most undergraduates and sparks a lot of engaging discussion on the issues covered. Examining the deeper issue of ethics and responsibility in media are at least three volumes. Rivers-Schramm (1969) is a revision of the latter's 1957 classic and is a worthwhile text analysing issues such as freedom, restraint, truth, fairness, and offering a new chapter on media coverage of blacks. There are many updated and fascinating examples of both good and bad practices. A reader along the same lines is Gross (1966), which offers 31 articles by as many authors on all aspects of the problem for all media. Some of the selections are becoming dated (the film code has changed radically since this was published), but the overview is still useful. Phelan (1969) is a Jesuit priest's considered viewpoint on the role of censorship, providing 10 interesting articles on a theoretical plane.

Basic Readers. This is the one general mass communications category which threatens positive overkill to those deciding on texts. There are 15 titles in this category at the present writing and many more in preparation. The major problem is that too many of them have the same aim and do the same thing the same way. There simply isn't the need for such a wide choice.

Of the books available, the following are worth special notice for one reason or another. Schramm (1960), though now getting dated, still offers one of the clearest selections of data for beginning students. It is now available in paperback, thereby being one of the largest and least expensive collections around. Rosenberg-White (1957) is perhaps one of the best readers in the field ever assembled—and one of the longest. There are 49 articles on all aspects of popular culture, many of them classics in themselves, but unfortunately all now 15 to 30 years out of date in a field known for rapid changes. A partial remedy to that situation is a sequel (Rosenberg-White, 1971), which is briefer (29 articles), but used either alone or in conjunction with the older book brings the story almost up to date. As with the original collaboration, Rosenberg speaks the elitist point of view while White counters with a defense of media's role. Few readers offer as wide a selection as these two. Acting alone, White (1970) has assembled a short reader based entirely on articles from the *New York Times Magazine* in the 1960s. Agee (1969) offers but six papers, all original, based on a series of lectures delivered at the University of Kansas the year before, all being provocative think-pieces on the role of media today. Casty (1968) attempts to fill two holes with one book: the first half is devoted to a general survey of media (heavily emphasizing film and broadcasting with little mention of print media), while the last half consists of general articles on news and opinion media and several case studies of media's reporting role. Unlike most readers, the Casty book makes heavy use of excerpts from longer articles. Perhaps the most ambitious attempt in this field thus far is the three-volume set by the Kirschners (1971) that can be used in separate volumes for a media emphasis or as a set for a lot of reading in a general media course. The articles are nearly all current and tend to stress current problems and controversies rather than offer a balanced organized view. Lineberry's short volume (1969) is similiar—22 articles from the 1960s generally exploring media's role—and adds a 10 page bibliography. Steinberg (1966) would fit in the same mold except that its articles are badly out of date (the only coverage of motion pictures dates from 1947 and 1950) even

though the book itself is fairly recent. Taking a more specific approach are Christenson-McWilliams (1968), the second edition of a work first issued in 1962 and concentrating on news and opinion functions of media (with no less than 97 selections, about half new to this edition); and White-Averson (1968), which covers only film and television in its 32 selections but offers excellent selections within that limitation. Rissover-Birch (1971) has the best illustrations of the lot (including a color section) and offers readings on advertising, journalism, cartoons (with many illustrated), radio-television, photography and motion pictures, pop literature and music, public education, etc. This is the most up-to-date and visually attractive reader for students to identify with.

As can be seen, these readers begin to blur together in one's mind. A key factor in choosing is the price, as often a selection of several readers is better than one. It is then useful to select two or three which offer different things (one of the general readers and one or more of the specific-focus books), or to use a reader or two with one of the texts discussed earlier.

Advanced Readers. The division of readers here is pretty arbitrary, but helps to explain content differences. There are several truly excellent volumes in this category, but most are over the heads of uninitiated students.

Newest, unfortunately most expensive, but perhaps best of the lot is Schramm-Roberts (1971), a book so totally revised from the 1954 classic of the same title that it has gained a co-editor and retained only four articles from the original. The 45 articles (varying in length up to 40 pages) include both new and old, mainly the latter, and provide an excellent in-depth survey concentrating on audience and effects and no longer having the international emphasis the book was known for. As with most of the advanced readers, this book is valuable for its use of articles and thoughts from many fields. Berelson-Janowitz (1966) could almost be an introductory text (in direct competition with Christenson-McWilliams) but is a bit heavy in theory and in a section on research methodology for that. Its 54 articles comprise a large share of old and somewhat dated classics, including an interesting section on media organization and economics not covered in most other books in this category. It also is a revised edition, about half its content being new with this version. Dexter-White (1964) has 28 articles also combining the new and the old and concentrating on audience and effects with a lengthy section on research methods and trends. The oldest book in this entire review (Katz, et al., 1954), offers no less than 74 selections concentrating on public opinion and propaganda as seen in the early Eisenhower years. Though still very useful, its employment would require updating either in class or by other reading materials.

Also best used on the advanced level, though more specific in aim, are "Communications" (1969), a two-part collection of current writings in the field; the first part deals with general media, concentrating on economic, technical, and political issues, while the second takes a similar emphasis but concentrates only on broadcasting. Yu (1968) is another book assembled from conference proceedings, and its 20 articles explore the relationship of media and media studies to the various behaviorial sciences and methods. The emphasis is on cooperative research project feasibility.

British Media. Though international communications was covered in Part III of this series, four volumes dealing mainly with the English media milieu are useful to American media study. Largest and most recent is Tunstall (1970), devoted about half and half to British media practice and American media patterns. The comparative patterns are useful, especially in other than initial courses. Of the 25 articles, 10 are new for this volume, 9 cover general media, 10 deal specifically with broadcasting, and 6 cover print media. Also recent but more broad-ranging (with coverage of popular music and illustration) is Melly (1971), which is a current view of the overall English pop culture scene. Hall-Whannel (1964) is an attempt at a teacher-oriented guide to critical media appreciation with chapters on the various media and major content themes and including some spe-

cific mentions of American practice. Thompson (1964) is a short collection of eight papers on specific media plus popular music and advertising in Britain with a stress on the elitist view of how things can and should be improved. Of the four, the first two are likely the most useful for American courses, being most up-to-date and, in student parlance, "relevant."

Reference Works. While it's not likely any of the following volumes would serve as texts or even supplementary readings, they are essential to a good general communications program. Jacobson (1961) and Vigrolio (1969) attempt to offer useful dictionaries of media terms. The latter is more up-to-date, better balanced and illustrated with far stronger reference value than is the former, which is heavily print technology oriented.

Of bibliographies, the media field is beginning to have its fill. Briefest and most useful to beginners is Blum (1962), which is due in revised form about the time this review appears. Blum is one of the most knowledgeable people in the country on media bibliography and the book is a major starting place for student research projects. Hansen-Parsons (1968) is an inexpensive research bibliography often assigned as a supplementary source for upper-division and graduate student research paper writing. It's a good review of current (post-1945) media research trends. Of a similar nature is Danielson-Wilhoit (1967), a large computer-generated bibliography of magazine-oriented media research using the key word concept and covering the 1944–64 period. All of these are inexpensive and easy enough to use that they might possibly be assigned to students. More expensive but still useful in library reference rooms are Price-Pickett (1970), an annotated listing of 2172 books on media and media-related subjects published in the 1960s,[3] and McCoy (1968), surely one of the largest and most handsome bibliographies ever published, which concentrates on censorship and freedom of all media over the past four centuries with emphasis on this century. It is handsomely produced and well annotated, and covers articles as well as books.

[3] Unfortunately the senior compiler's classic bibliography is now out of print. See Warren Price, comp., *The Literature of Journalism: An Annotated Bibliography* (Minneapolis: University of Minnesota Press, 1959).

Comment

This series has dealt specifically with 236 currently in-print broadcast and general media textbooks, and has referred to many more tangential and out-of-print works. Thanks especially to publishing efforts of the past two or three years, the text offerings now available are wider and better than ever before even though some serious holes remain. It is planned to annually update this series with a single review of books published each year so the survey can remain useful and current. Suggestions (and information on new or missing publications) are welcomed by the author.

Textbooks Discussed in Article

Like the article which it supplements, this list is not exhaustive, but rather suggestive of text availability. Where two prices are shown, the second refers to paperback editions.

Agee, Warren K., ed. *Mass Media in a Free Society.* Lawrence: University Press of Kansas, 1969. 96 pp. $5.00/1.95.

Baker, Robert K., and Sandra J. Ball. *Mass Media and Violence: A Staff Report to the National Commission on the Causes and Prevention of Violence.* Washington: Government Printing Office, 1969. 614 pp. $2.50. (Also available from the same source is *Mass Media Hearings*, transcripts of five days of commission hearings with prepared exhibits, $1.75, paper).

Bagdikian, Ben H. *The Information Machines: Their Impact on Men and the Media.* New York: Harper & Row, 1971. 359 pp. $8.95/$2.95.

Barnouw, Erik. *Mass Communication: Television, Radio, Film, Press.* New York: Rinehart & Co., 1956. 280 pp. $6.95.

Berlo, David K. *The Process of Communication: An Introduction to Theory and Practice.* New York: Holt, Rinehart and Winston, 1960. 318 pp. $7.95.

Berelson, Bernard, and Morris Janowitz, eds. *Reader in Public Opinion and Communication.* New York: Free Press, 1966. 788 pp. $10.95.

Blum, Eleanor. *Reference Books in the Mass Media.* Urbana: University of Illinois Press, 1962. 103 pp. $1.50 (paper).

Bretz, Rudy. *A Taxonomy of Communication Media.* Englewood Cliffs, N. J.: Educational Technology Publications, 1971. 165 pp. $4.95.

Casty, Alan, ed. *Mass Media and Mass Man.* New York: Holt, Rinehart and Winston, 1968. 260 pp. $2.45.

Christenson, Reo M., and Robert O. McWilliams, eds. *Voice of the People: Readings in Public Opinion and Propaganda.* New York: McGraw-Hill, 1968. 632 pp. $8.95/5.95.

"Communications," *Law and Contemporary Problems* XXXIV: 2-3 (Spring and Summer issues, 1969). 470 pp. $6.00 (two volumes, paper).

Danielson, Wayne A., and G. C. Wilhoit, Jr. *A Computerized Bibliography of Mass Communication Research, 1944-1964.* New York: Magazine Publishers Association, 1967. 399 pp. $2.00 (paper).

DeFleur, Melvin L. *Theories of Mass Communication.* New York: McKay, 1970. 185 pp. $6.95/2.95.

Devol, Kenneth S., ed. *Mass Media and the Supreme Court: The Legacy of the Warren Years.* New York: Hastings House, 1971. 369 pp. $14.50/8.50.

Dexter, Lewis A., and David Manning White, eds. *People, Society, and Mass Communications.* New York: Free Press, 1964. 595 pp. $8.95.

Emery, Edwin, Phillip H. Ault, and Warren K. Agee. *Introduction to Mass Communications.* New York: Dodd, Mead, 1970. 444 pp. $7.95.

Farrar, Ronald T., and John D. Stevens, eds. *Mass Media and the National Experience: Essays in Communications History.* New York: Harper & Row, 1971. 196 pp. $4.50 (paper).

Geyelin, Philip L., and Douglass Cater. *American Media: Adequate or Not?* Washington: American Enterprise Institute for Public Policy Research, 1970. 104 pp. $5.75.

Gowans, Alan. *The Unchanging Arts: New Forms for the Traditional Functions of Art in Society.* Philadelphia: J. B. Lippincott, 1970. 433 pp. $12.95.

Greenberg, Bradley S., and Brenda Dervin. *Use of the Mass Media by the Urban Poor.* New York: Praeger Special Studies, 1970. 251 pp. $13.50.

Gross, Gerald, ed. *The Responsibility of the Press.* New York: Simon and Schuster "Clarion" Books, 1966. 416 pp. $2.95 (paper).

Hall, Stuart, and Paddy Whannel. *The Popular Arts: A Critical Guide to the Mass Media.* Boston: Beacon Press, 1964. 480 pp. $2.95 (paper).

Hansen, Donald A., and J. Herschel Parsons, comps. *Mass Communication: A Research Bibliography.* Santa Barbara, Calif.: Glendessary Press, 1968. 144 pp. $2.95 (paper).

Hulteng, John L., and Roy P. Nelson. *Fourth Estate: An Informal Appraisal of the News and Opinion Media.* New York: Harper & Row, 1971. 356 pp. $4.50 (paper).

Jacobs, Norman, ed. *Culture for the Millions? Mass Media in Modern Society.* Boston: Beacon Press, 1961. 200 pp. $1.95 (paper).

Jacobson, Howard Boone, ed. *A Mass Communications Dictionary.* New York: Philosophical Library, 1961. 377 pp. $6.00.

Katz, Daniel, Dorwin Cartwright, Samuel Eldersveld, and Alfred McClung Lee, eds. *Public Opinion and Propaganda: A Book of Readings.* New York: Dryden Press, 1954. 779 pp. $13.50.

Kirschner, Allen, and Linda Kirschner, eds. *Radio and Television: Readings in the Mass Media.* New York: Odyssey Press, 1971. 301 pp. $4.35 (paper).

———. *Film: Readings in the Mass Media.* New York: Odyssey Press, 1971. 315 pp. $4.35 (paper).

———. *Journalism: Readings in the Mass Media.* New York: Odyssey Press, 1971. 326 pp. $4.35 (paper).

Klapper, Joseph T. *The Effects of Mass Communication.* New York: Free Press, 1960. 302 pp. $6.95.

Lacy, Dan. *Freedom and Communications.* Urbana: University of Illinois Press, 1965. 108 pp. $1.25 (paper).

Larsen, Otto N., ed. *Violence and the Mass Media.* New York: Harper & Row, 1968. 310 pp. $4.50 (paper).

Lineberry, William P., ed. *Mass Communications.* New York: H. W. Wilson ("Reference Shelf" series), 1969. 206 pp. $4.00.

Lyle, Jack. *The News in Megalopolis.* Scranton, Pa.: Chandler, 1967. 208 pp. $6.00.

McCoy, Ralph E. *Freedom of the Press: An Annotated Bibliography.* Carbondale: Southern Illinois University Press, 1968. 548 pp. $25.00.

McLuhan, H. Marshall. *The Gutenberg Galaxy: The Making of Typographic Man.* Toronto: University of Toronto Press, 1962. 294 pp. $2.25 (paper).

———. *Understanding Media: The Extenstion of Man.* New York: McGraw-Hill Paperbacks, 1965. 364 pp. $1.95 (paper—many other editions avail.).

McQuail, Denis. *Towards a Sociology of Mass Communications.* New York: Macmillan, 1969. 122 pp. $2.45 (paper).

Melly, George. *Revolt into Style: the Pop Arts.* New York: Doubleday Anchor Books, 1971. 270 pp. $1.95 (paper).

Mendelsohn, Harold. *Mass Entertainment.* New Haven: College and University Press, 1966. 203 pp. $2.45 (paper).

Merrill, John C., and Ralph L. Lowenstein. *Media, Messages and Men: New Perspectives in Communication.* New York: McKay, 1971. 293 pp. $3.95 (paper).

Nye, Russel B. *The Unembarrased Muse: The Popular Arts in America.* New York: Dial Press, 1970. 497 pp. $12.50/3.95.

Phelan, John, ed. *Communications Control: Readings in the Motives and Structures of Censorship.* New York: Sheed and Ward, 1969. 238 pp. $6.50/3.45.

Price, Warren C., and Calder M. Pickett. *An Annotated Journalism Bibliography: 1958-1968.* Minneapolis: University of Minnesota Press, 1970. 285 pp. $12.75.

Rissover, Frederick, and David G. Birch (eds.). *Mass Media and the Popular Arts*. New York: McGraw-Hill, 1971. 348 pp. $5.95 (paper)

Rivers, William L., Theodore Peterson, and Jay W. Jensen. *The Mass Media and Modern Society*. San Francisco: Rinehart Press, 1971. 342 pp. $8.95.

Rivers, William L., and Wilbur Schramm. *Responsibility in Mass Communication*. New York: Harper & Row, 1969. 314 pp. $8.50.

Rosenberg, Bernard, and David Manning White, eds. *Mass Culture: The Popular Arts in America*. New York: Free Press, 1957. 561 pp. $2.95 (paper).

———. *Mass Culture Revisited*. New York: Van Nostrand/Reinhold, 1971. 473 pp. $10.95/5.95.

Rosenthal, Raymond, ed. *McLuhan: Pro and Con*. New York: Funk and Wagnalls/Baltimore: Penguin Books, 1968. 308 pp. $5.95/2.45.

Rucker, Bryce W. *The First Freedom*. Carbondale: Southern Illinois University Press, 1968. 322 pp. $2.85 (paper).

Saettler, Paul. *A History of Instructional Technology*. New York: McGraw-Hill, 1968. 399 pp. $9.95.

Schiller, Herbert I. *Mass Communications and American Empire*. Boston: Beacon Press, 1971. 170 pp. $2.95 (paper).

Schramm, Wilbur, ed. *Mass Communications*. Urbana: University of Illinois Press, 1960. 695 pp. $6.50/4.50.

Schramm, Wilbur, and Donald F. Roberts, eds. *The Process and Effects of Mass Communication*. Urbana: University of Illinois Press, 1971. 997 pp. $15.00.

Scupham, John. *The Revolution in Communications*. New York: Holt, Rinehart and Winston, 1970. 206 pp. $3.00 (paper).

Siebert, Fred S., Theodore Peterson, and Wilbur Schramm. *Four Theories of the Press*. Urbana: University of Illinois Press, 1956. 153 pp. $1.45 (paper).

Steinberg, Charles S. *The Communicative Arts: An Introduction to Mass Media*. New York: Hastings House, 1970. 371 pp. $10.00/6.00.

———, ed. *Mass Media and Communication*. New York: Hastings House, 1966. 530 pp. $11.50/6.50.

Stearn, Gerald E., ed. *McLuhan: Hot and Cool*. New York: Signet Books, 1969. 304 pp. $.95 (paper).

Stephenson, William. *The Play Theory of Mass Communication*. Chicago: University of Chicago Press, 1967. 225 pp. $5.00.

Theall, Donald F. *The Medium is the Rear View Mirror: Understanding McLuhan*. Montreal: McGill-Queen's University Press, 1971. 264 pp. $2.95 (paper).

Thompson, Denys, ed. *Discrimination and Popular Culture*. Baltimore: Penguin Books, 1964. 199 pp. $1.25 (paper).

Tunstall, Jeremy, ed. *Media Sociology: A Reader*. Urbana: University of Illinois Press, 1970. 574 pp. $12.50.

Vigrolio, Tom, and Jack Zahler. *Marketing and Communications Media Dictionary*. Norfolk, Mass.: NRS Publishing Co., 1969. 423 pp. $10.95/4.95.

White, David Manning, ed. *Pop Culture in America*. Chicago: Quadrangle Books, 1970. 279 pp. $2.45.

White, David Manning, and Richard Averson, eds. *Sight Sound and Society: Motion Pictures and Television in America*. Boston: Beacon Press, 1968. 466 pp. $7.50.

Wright, Charles R. *Mass Communication: A Sociological Perspective*. New York: Random House, 1959. 124 pp. $1.95 (paper).

Yu, Frederick T. C., ed. *Behavioral Sciences and the Mass Media*. New York: Russell Sage Foundation (Basic Books), 1968. 270 pp. $8.00.

Textbooks on the Media: A Review of 1971-72

(Reprinted from *Educational Broadcasting Review*, February, 1973)

The quantity of media book publication continues to expand while quality slowly improves and diversifies. That is the basic impression after looking over the variety of media texts published in 1971–72, a major selection of which is discussed in the pages that follow. This discussion, intended as the first of an annual series, supplements and updates the writer's four-part "Broadcasting Textbooks" series published in *EBR* in April, June, October 1971, and February 1972. That series dealt with over 235 in-print titles on all aspects of broadcasting, plus general mass media here and abroad, designed to be used as college-level textbooks. The present discussion of more than 70 titles builds on that base and is similarly limited to in-print, English language books, most of which deal with media in the U.S. There is no attempt to cover the vast related literature of film and print media.[1] In addition, this is by no means an exhaustive listing of recent publication, but rather a selection based on perception of quality that is intended to demonstrate the scope of publishing trends, text availability, and continuing needs.[2]

As in the original four review articles, this discussion refers to books by author and year of publication, leaving full

[1] For more detailed descriptions and evaluations of all the titles covered here, plus extensive coverage of film and print media works as well, see *BBB: Mass Media Publications Reporting Service* (monthly, c/o Department of Radio-TV-Film, Temple University, Philadelphia, Pa. 19122).

[2] More than 30 long-out-of-print titles in broadcasting were re-issued early in 1972 by Arno Press of New York. Although priced too high for everyday text use, these books are classics that belong in any good academic reference collection. Write to the publisher (300 Madison Ave., N. Y. 10016) for a descriptive brochure on the series "History of Broadcasting: Radio to Television."

indicia for each title to a single bibliography at the end. Texts are reviewed in the following basic categories: general media, media readers, broadcasting and society, regulation and control, management, technical and cable, media journalism, educational applications, production, and international/foreign media.

Textbook Evaluations

General Media. The slim number of introductory media texts (not to be confused with the ever-higher flood of readers) increased by one with the publication of Sandman-Rubin-Sachsman (1972), a journalistically oriented review of the development, responsibility, structure and news reporting of American media. The text is well-written and offers many illuminating recent case studies, which will make for more avid student interest at the expense of rapid aging. Unfortunately, the authors have given short shrift to motion pictures, probably the medium of greatest interest to most college people. In an attempt to provide greater depth to their discussions, the same three writers have produced a brief reader organized along the same lines as the text—the first such dual offering published. A somewhat more advanced review of media is found in Chaney (1972), which offers a sociological approach that combines findings of several fields into a brief analysis of mass communications centering on participation, production, and distribution. The author is English, and his examples are British, which may limit its text applicability here, but this is the most recent scholarly attempt at a summing up of the entire field.

Two recent theoretical works in communications are Gordon (1971), and Innis (1972), both published in Canada, and both somewhat connected to chief guru Marshall McLuhan. Gordon's work makes use of typography layout highly reminiscent of McLuhan's more popular efforts, and the aim of the newer work is similar—to explain how media help us perceive reality. Innis is a revision of the classic 1950 volume, updated by including the author's notations to his own copy of the first edition, as Innis died before being able to undertake a full revision himself. Innis was one of McLuhan's most important teachers and the guru has contributed a new introduction to Innis' key statement that communication critically determines the fate of empires. Availability in paper makes both items highly promising reading in theory courses.

Of great value in trying to swim through the increasing mass of new publication in communications is Blum (1972), a major revision and expansion of the brief book first published a decade ago. The lengthy sub-title tells the value: "An annotated, selected booklist covering general communications, book publishing, broadcasting, film, magazines, newspapers, advertising, indexes, and scholarly and professional periodicals." As such, this guide belongs on the shelf of any teacher and any serious media student.

Media Readers. If any area of media publication is overfilled (aside from film books), it is here in the general media anthology. There are now well over 20 or 25 in-print readers being pushed by publishers, and the past 18 months saw a number more. Most useful of the lot are Hammel (1972), probably the most mature collection, which covers popular music as well as the major media; Wells (1972), which in an oversize illustrated volume puts a lot of stress on industry organization and control (usually ignored in such books) along with the more usual selection of readings on media effects and its societal role; and Emery-Smythe (1972), which has the most readings of the new batch and offers the best coverage of changes in the traditional media plus examination of the newer means of communications. Any one of these three, properly supplemented with class lecture-discussions, could make a viable addition to an introductory media and society course.

Less useful are the three other new readers: Steinberg (1972), revised from the 1966 edition but still badly out of date in all sections save broadcasting and the most expensive to boot; Holm-

gren-Norton (1972), which is divided into sections on news and entertainment media and despite some good selections seems to drift about more than the others; and Voelker-Voelker (1972), which, while graphically pleasing with good design and illustrations, seems the shallowest of the lot despite its numerous mini-case studies of entertainment and news events—the impression coming partially from the editor's tendency to use only parts of many selections.

Clearly, we don't need any more general media readers—there are plenty to choose from now. More specialized books of a smaller and cheaper nature would be useful, however, for then teachers would have the choice of using more books without unduly burdening students.

Broadcasting and Society. One of the most important publications in the past year or so has been the new edition of Head (1972), which is a complete revision of the 1956 classic and is easily the best single book ever written on the American broadcasting system. This cogently written and detailed study should be required reading for any media student. Also re-issued this year is a valuable assessment of television, Bogart (1972), which was last revised in 1958. This new version is an exact reprint of the 1958 edition plus an additional 130 pages of notes bringing the survey of television's effects and impact up to date. Both of these classics, Head dealing with all of broadcasting, and Bogart focusing on television since 1950, are very useful in their revised form. Taking a unique subject area is Shayon (1971), where the noted broadcasting critic analyzes radio-television and his own past observations of that changing scene and discusses the reviewer's craft using his own published work and often criticizing himself. There are far too few works on media criticism,[3] and this is a useful and welcome addition.

Probably the biggest splash, however, was made by the Surgeon-General's Committee Report (1972), which summarized one of the biggest research programs on the effects of television violence to date. Though marred by conservative researcher selection and overly vague (watered down?) conclusions, the basic report plus the five volumes of detailed research studies (also available from Government Printing Office) make invaluable reference material both for students and researchers seeking answers not found in the Surgeon-General's program. Supplemented with careful discussion of research findings not presented here (such as those of Berkowitz, Bandura, Bogart, and others), this can be important reading for undergrads and provocative research fodder for graduates and teachers alike.

Regulation and Control. From a telecommunications point of view, certainly the most important and far-reaching publication of the past 18 months is Levin (1971), the first full-length treatment of the radio spectrum resource allocation problem. Dealing with technology, economics, and public policy makes, at times, for difficult reading, but this volume is ideally suited to upper-level courses in media policy as it is the best unified statement of problems and alternatives for the coming decades. Also dealing in a specific area is Cherington *et al.* (1971), essentially a reprinting of a private 1966 research study purporting to show that multiple ownership of television stations is not such a bad thing, in that multiple owners offer more diversity of programming and offer no economic threat to independent operations. The volume offers a number of independent studies and a wealth of ownership statistics for the top 100 television markets. Dealing with broadcasting generally is the revised Emery (1971), which, although updated throughout, retains the organization of the 1961 edition and provides little on the OTP, cable communications, access, multiple ownership, etc., which have become major issues in the past several years. For a systematic explanation of everyday station regulation, the volume remains one of the clearest expositions

[3] Due out in 1975 from Wadsworth Publishing Co. in Belmont, California, is Saul Scher's edited anthology of articles on all aspects of television program criticism with sections covering various program types.

available. For a briefer view focusing on the political pressures involved in broadcast regulation, Krasnow and Longley (1972) offers a two-part study with general discussion of major agencies and issues involved, supplemented by four case studies of FCC actions (or inaction) in the past. Written by a lawyer and a teacher (an excellent combination), the work is a readable analysis useful in a number of different kinds of courses.

Turning to a broader spectrum of mass communications is the "Mass Media" special issue of *Georgetown Law Journal*, (1972) which explores in some detail the evolution of printed media and broadcasting and contains a final section on key legal conflicts today (fairness, diversity of ownership, free press-fair trial, etc.). The end result is an up-to-date text on key media regulatory problems and issues. Also of value is the likewise reasonably priced Gillmor-Baron supplement (1971), which provides detailed coverage and analysis of communications cases since the original case book was published (see *EBR* V 2.52, April 1971). While this supplement is clearly intended to support the main volume, either of these new paperback reviews, especially the *Law Journal* issue would make admirable text material alone. Exploring two specific legal problem areas are Pember (1972), which traces the development of privacy as a legal issue, especially as that issue affected the press and broadcasting; and Lawhorne (1972), which provides detailed treatment of libel law over the years from colonial times to the present. Both are solid text treatments of complex issues of great importance to media operators and students.

Management. Books dealing with media management and content continue to be limited in number and even more limited in quality. An excellent case in point are the two books published in 1972 dealing with radio station management—Johnson and Jones (1972), clearly aimed at the text market, and Routt (1972), more obviously aimed at the media manager at work. The former is the more general of the two, with little information on getting a station on the air plus day-to-day administrative issues, but offering 14 fascinating and useful station profiles giving a cross-section of early 1970's practices. The Routt work is basically an exposition of the Gordon McLendon style of operation, but offers far more detailed information over a broader spectrum than Johnson-Jones; it is thus more useful to practitioners and students alike, at the expense of an inflated price.

Examining television commercials are two books by Diamant (1970, 1971). The earlier book dissects a single commercial (an award-winning 120-second item by Kodak), discussing initial design, production and editing of the spot, the role of the agency, and market planning, and offering a photo-script for the finished product. The result is a valuable detailed look at the unit of television support. The same editor's second work is a compilation of television commercial production trends in the 1948-58 period, with a brief introduction tracing the overall picture followed by three-page sections detailing nearly 70 specific spots. The analysis of the role of each commercial is interesting historically, but the earlier book would seem more useful in training situations.

The very limited amount of information (let alone texts) on television programming is alleviated somewhat by the appearance of Cantor (1971), a detailed field study analysis of the television film producer, his work, and how he perceives his role and his audience. As a text, the book would seem applicable to management or programming courses.

Technical and Cable. Thanks to the fast-developing cable scene, there is new (revived?) interest in the technical basis of telecommunications policy making—as is attested by the flow of books on both cable and general communications technology, few of which are intended as texts, but many of which can be so adapted.

In the general category, we have Maddox (1972), Martin (1971), and Newman (1971). Maddox offers a highly literate discussion of satellites, cable tele-

vision and the changing role for telephones without getting overly technical in her descriptions. Martin focuses on the next 30 years of telecommunications developments and looks at picturephones, computers (he is with IBM), cable television, lasers, home terminals, satellites, miniturization; he then analyzes the public policy aspects of all of these in a fascinating well-illustrated view of where we are likely to be in the next several decades. More technical than Maddox, this is still readily understandable by most laymen. Newman deals with the same content, adding pay television, in a popularized account not unlike that of its magazine publisher, making heavy use of maps and diagrams. Of the three, Martin is the most useful and has the broadest scope, with Maddox coming in a close (and less expensive) second, while Newman is best used as a quickly skimmed supplement.

Dealing with more specific subject matter are Costigan (1971), and Shiers (1972). The former is the first detailed book-length coverage of facsimile to appear in over two decades and clearly discusses the current status of that industry as well as assessing its likely future (a hard thing to do, if the last 40 years are any guide). Shiers takes an historical approach and offers a detailed annotated guide to literature on the history of electronics, including fairly lengthy sections on broadcasting, radio, television, facsimile, telegraph, and telephone. The only guide of its kind, it is more a reference than a directly applicable text—but is still an essential research tool.

Covering the raft of publications on cable is far more difficult if only because there has been more in the past year than in the past decade. A sifting of the accumulation brings out several titles which lend themselves to text use. Offering essentially similar introductions to cable television are the report of the Sloan Commission (1972), Price-Wicklein (1972), and Smith (1972). The first two were unfortunately issued before the major FCC rule-making of February 1972, and thus tend to refer to cable as it was—and as it might be under the then-expected but unseen FCC rules. Sloan offers an essentially establishment view and suffers from excessive generality except in its excellent appendices. Price-Wicklein also explains the basics of cable, but stresses, as its title indicates, what the citizen and citizen groups can do to improve existing systems or develop new ones. Smith's little book is based on his well-received lengthy magazine treatment of cable in 1970, now updated to include the new FCC rules; but otherwise it offers essentially an historical view of developments to date. Of the three, the Price-Wicklein is the most detailed and applicable to text use. Somewhat more detailed views of cable are found in Phillips (1972), a weak attempt at regulatory history, most of the data in which can be found elsewhere at a fraction of the cost;[1] and in Tate (1971), a detailed guide to developing and operating city cable systems, stressing problems of community access and local origination and ending with over 80 pages of reference and bibliographical material. The latter is a useful resource, especially for activist students. Although its cost greatly limits potential text adoption, Seiden (1972) is an excellent analysis of government policy in cable regulation, suggesting there's been too much FCC attention to what he terms a minor medium. Even if you disagree with his viewpoint, however, Seiden has published the best book-length analysis of a complicated subject to date.

Media Journalism. Four kinds of journalistic books (other than specific print media items not dealt with here) appeared during the year—books on politics and media, general problems of journalism, news writing, and television journalism. Of the media and politics category, one, Fixx (1972) is for reference use only because of cost, while the other, Gilbert (1972), is a solid detailed history of television's effect on presidential campaigns. Fixx offers a massive facsimile collection of articles from over 30 years

[1] Don R. Le Duc's study of cable and broadcast regulation development will be published by Temple University Press around mid-1973.

of *New York Times* coverage of media reporting of political campaigns and issues, an invaluable well-indexed reference source of contemporary records. Gilbert would make an excellent political science or communications text for those concerned with television's increasing impact on presidential politics.

The best brief analysis of the problems and pressures facing news media is found in Kreighbaum (1972), which is almost a codification of recent cases and portents that shows not all media problems come from outside pressure. Doig and Doig (1972) is aimed specifically at the home viewer/reader; it shows how media news collection works and some of the reporting and ethical problems it faces—all illustrated with a continuous string of fascinating examples from the past decade or so. LeRoy-Sterling (1973) is a reader offering various views on key news controversies (violence, reporting minorities, the role of government, etc.), together with a selection of views on possible alternatives (changes by government, the people, media themselves, or introduction of new media).

In news writing there are two new works, one Bliss and Patterson (1971), expensive and complete, the other Hall (1971), cheaper but somehow less pleasing in effect. Bliss-Patterson is probably the best book on writing broadcast news and is strengthened by heavy use of actual examples (including photo-script examples of three network evening newscasts) and an interesting approach. Hall offers a briefer book with fewer examples and seems to drive more to the point—this with its substantially lower cost make it appealing even though it is nowhere as interesting.

Of the television news books, Fang (1972) is generally more useful than the briefer and English-oriented Tyrrell (1972), which is definitely overpriced. Fang's work is extensively revised and expanded from the original 1968 edition with new chapters on radio news, editorials and fairness, election coverage, key aspects of law in journalism, and a good review of the profession today, making it the best all around television news text. Tyrrell offers an interesting diagramatically illustrated discussion of news production, but, the obvious English bias aside, the impression is one of shallowness in covering a number of complex subjects. Although like Seiden it is too expensive for textual use, Wolf (1972) offers a fascinatingly detailed study of the effects of ownership structure, regulatory environment, broadcast industry economics, and network policies on the quantity and quality of news and other public affairs television programming on top-50 market VHF stations in the 1966–71 period.

Educational Applications. Examining the questionable role of public television are Blakely (1971), and Powledge (1972). Blakely offers a reasoned review of current public television content and suggests a guiding philosophy for future planning—one which may be at odds with the Nixon Administration's views as Blakely identifies pretty closely with what is now the "old order" of public broadcasting. Powledge's brief study for the American Civil Liberties Union specifically addresses itself to Nixon's approach to public television and the latter's resultant funding crisis. Both books offer the only up to date analysis of public television's politico-economic problems behind the fourth network's program efforts.

Looking at the operations of instructional television are Burke (1971), offering eight chapters by as many writers, most of which view the role of instructional television administrators and programmers on the elementary and secondary level. Hancock (1972) offers a British view (hence ETV term for American ITV) with some detail on the general role of instructional television, its applicability in all kinds of systems (from single classrooms to schools, colleges, districts, cities, states and countries), organzation and operation, and recent technical developments. Detailed appendices and diagrams throughout make this import a valuable addition to the literature.

Production. Looking first at radio or audio production we have the fourth edition of Oringel (1972), a complete

resetting and a major updating of both coverage and illustrations of this classic, first issued in 1956 and now offered in a handier smaller size. As a basic introduction to audio for broadcasting, this volume is hard to surpass. Offering a new basic guide to program production for radio operations in developing nations is Aspinall (1971), which gives major emphasis to type of programs and is probably too basic and general for most American students, although it seems well-suited to its intended audience.

Turning to video production, we have an important new treatment of lighting in Millerson (1972), and two works on videotape processes and uses. Millerson, author of the best single television production volume, has written a similarly detailed and heavily illustrated (including some color pages) guide to all lighting problems for television and film —easily the most complete treatment to date of a complex subject. Although priced out of consideration as a course text, it should be readily available for student and teacher reference use. Aimed at those with studio facilities of a limited nature is Quick and Wolff (1972), which offers an expensive but useful guide to studiotape use. The aim is to offer a simplified one-volume guide for those in industry, business, government, and education who have had little or no previous video experience. Oswald and Wilson (1971) concentrates on videotape itself with a well diagrammed treatment of technical problems supplemented with information on past projects, conceptualizing videotape recorder productions and examining legal and ethical issues involved. While more limited in scope than Quick and Wolff, this item is far lower in cost, which makes it more enticing as a text in educational media courses.

International/Foreign Media. The unique contribution in this category in recent months is Cherry (1971), which offers a fascinatingly readable view of both the technical and the social aspects of international media (including telephone and telegraph). Well illustrated with graphs and charts and broad in scope this makes excellent upper-level course reading material. Also useful is the recent review of world television found in Green (1972), which offers a snapshot, as it were, of television's use and role around the world in the early 1970's. Mixing good narrative with a solid basis in fact, its coverage is heavy on the "western world," but attention is paid to communist countries and developing areas as well. Providing an introductory analysis of press and broadcasting issues as seen in Britain is Carter (1971), which though brief gives good insight into that country's major media. Finally, providing a brief and unannotated bibliographic guide to most aspects of international media is Mowlana (1971), an inexpensive but very uneven (in form and content) research aid, stressing materials published in recent years.

Turning to propaganda communications, there is Martin's issue of the *Annals* (1971), which offers 14 articles grouped into discussions of the role of such communication, its techniques and instrumentalities, and the major agencies involved. This is an excellent review of modern propaganda to supplement the large literature (much of it out of print) on the efforts of the 1940–50 period.[5] Examining propaganda in specific countries is Liu (1971), who dissects the internal media industries and external propaganda of Mainland China. Based on available Communist Chinese sources and essentially reporting on the author's research rather than rehashing previous reports, this is a major addition to our knowledge of a nation re-entering the world. Also of value for its broadly based review of all means of communication and propaganda since the death of Stalin is Hollander (1972), a well thought out and heavily detailed report on the Soviet Union. Both volumes deal with one medium at a time and then examine

[5] Some 31 important but long unavailable works in "International Propaganda and Communications" were reissued by Arno Press just as this article went to the printer. Write the publisher (address in note 2) for a brochure.

the overall impact of communications within and outside the originating country.

Demonstrating the growing concern of Canadians for knowledge about media in their own country are *Instant World* (1971), a summation of a massive research program into all aspects of telecommunications and possible Canadian policy in the areas of telephone, telegraph, radio-television and satellites; and Singer (1972), a mature collection of 20 pieces, many written just for this anthology, examining all Canadian media with a stress on media systems within society. Either or both make fine reading for international courses, as most Americans know precious little about what goes on "up north."

Finally, we come to a number of volumes dealing with media in developing nations, an increasingly important area of scholarly and field endeavor. Of monumental value (and, unfortunately, price) is Van Bol and Fakhfakh (1971), which is the most complete annotated reference bibliography on this subject available in English (it is bilingual). Surely at least graduate students interested in world communications should see this. Focusing on one region are the two works by Hachten (1971), the text being the first in-depth analysis of news media in Africa, and the second work a unique annotated biliography on published material dealing with African communications. Written by an acknowledged scholar, both are important additions to a region we know too little about.[6] Looking mainly at developing regions is Rodgers and Shoemaker (1971), a massive summation of the literature of communications diffusion focusing on media applicability in developing areas and reporting a number of Latin American researches. The publishing of the bibliography found here is a monumental contribution in itself. Concerned with American television's effect in Latin America is Wells (1972), a dissertation-based work which offers a wealth of data and raises more questions than it answers.

[6] Sydney Head's anthology of original articles by African and American scholars, *Broadcasting in Africa* will be published by Temple University Press in 1973.

Comment

It's not been a bad year or so—the quantity of publication is as heavy as ever (or even heavier), but the level of quality of media texts is coming up to match that in older fields. We still have some major needs: economic studies of the media and of mass communications, a good up-to-date overview of media effects (an update of Klapper's 1960 work, for example), an objective analysis of the question of bias in broadcast journalism, a critical study of the FCC's methods and aims with suggestions for improvement, a really solid management text for television (or all of broadcasting), a current text and analysis of broadcast advertising, and so on—the list could be greatly extended.

As it is planned to continue this annual review of media texts, authors and publishers are requested to get in touch with the writer concerning works missed in this review or that are coming out in the future. Other suggestions are welcome as well.

Textbooks Discussed

Like the discussion above, this listing is not exhaustive, but rather suggestive of text availability. Where two prices are shown, the second refers to paperback edition.

Aspinal, Richard. *Radio Programme Production: A Manual for Training.* New York: Unipub Inc. (Unesco), 1971. 151 pp. $4.00 (paper).

Blakely, Robert J. *The People's Instrument: A Philosophy of Programming for Public Television.* Washington: Public Affairs Press, 1971. 179 pp. $6.00.

Bliss, Edward Jr., and John M. Patterson. *Writing News for Broadcast.* New York: Columbia University Press, 1971. 208 pp. $13.50.

Blum, Eleanor. *Basic Books in the Mass Media.* Urbana: University of Illinois Press, 1972. 252 pp. $8.00.

Bogart, Leo. *The Age of Television.* New York: Frederick Ungar, 1972 (third edition). 515 pp. $14.50.

Burke, Richard C., ed. *Instructional Television: Bold New Venture.* Bloomington: Indiana University Press, 1971. 145 pp. $5.95.

Cantor, Muriel G. *The Hollywood TV Producer: His Work and Audience.* New York: Basic Books, 1972. 264 pp. $7.95.

Carter, Martin D. *An Introduction to Mass Communications: Problems in Press and Broadcasting.* New York: Humanities Press, 1971. 142 pp. $1.50/2.00.

Chaney, David. *Processes of Mass Communication.* New York: Herder & Herder (McGraw-Hill), 1972. 187 pp. $8.95.

Cherington, Paul W., Leon V. Hirsch, and Robert Brandwein. *Television Station Ownership: A Case Study of Federal Agency Regulation.* New York: Hastings House, 1971. 304 pp. $12.50.

Cherry, Colin. *World Communication: Threat or Promise? A Socio-Technical Approach.* New York: John Wiley & Sons, 1971. 229 pp. $9.50.

Costigan, Daniel M. *FAX: The Principles and Practice of Facsimile Communication.* Philadelphia: Chilton, 1971. 270 pp. $10.00.

Diamant, Lincoln. *Television's Classic Commercials: The Golden Years, 1948–1958.* New York: Hastings House, 1971. 305 pp. $14.50.

———. *The Anatomy of a Television Commercial: The Story of Eastman Kodak's "Yesterdays."* New York: Hastings House, 1970. 190 pp. $12.50.

Doig, Ivan, and Carol Doig. *News: A Consumer's Guide.* Englewood Cliffs, N. J.: Prentice-Hall, 1972. 230 pp. $6.95/3.95.

Emery, Walter B. *Broadcasting and Government: Responsibilities and Regulations.* East Lansing: Michigan State University Press, 1971. 569 pp. $12.50/8.50.

Emery, Michael C., and Ted Curtis Smythe (eds.). *Readings in Mass Communication: Concepts and Issues in the Mass Media.* Dubuque, Iowa: Wm. C. Brown, 1972. 502 pp. $6.50 (paper).

Fang, Irving E. *Television News.* New York: Hastings House, 1972 (revised and enlarged edition). 478 pp. $12.95/7.50.

Fixx, James F. (general editor). *The Mass Media and Politics.* New York: New York Times and Arno Press, 1972. 636 pp. $25.00.

Gilbert, Robert E. *Television and Presidential Politics.* North Quincy, Mass.: Christopher Publishing House, 1972. 335 pp. $9.75.

Gillmor, Donald M., and Jerome A. Barron. *1971 Supplement to Mass Communication Law.* St. Paul: West Publishing Co., 1971. 301 pp. $3.00 (paper).

Gordon, Donald R. *The New Literacy.* Toronto: University of Toronto Press, 1971. 190 pp. $12.50/2.75.

Green, Timothy. *The Universal Eye: The World of Television.* New York: Stein & Day, 1972. 276 pp. $10.00.

Hachten, William A. *Muffled Drums: The News Media in Africa.* Ames: Iowa State University Press, 1971. 314 pp. $9.50.

———. *Mass Communication in Africa: An Annotated Bibliography.* Madison: Center for International Communication Studies of the University of Wisconsin, 1971. 121 pp. Free on request (paper).

Hall, Mark W. *Broadcast Journalism: An Introduction to News Writing.* New York: Hastings House, 1971. 159 pp. $6.95/4.50.

Hammel, William M. (ed.). *The Popular Arts in America.* New York: Harcourt Brace Javanovich, 1972. 436 pp. $4.95 (paper).

Hancock, Alan. *Planning for ETV: A Handbook of Educational Television.* New York: Humanities Press, 1972. 263 pp. $12.50.

Head, Sydney W. *Broadcasting in America: A Survey of Television and Radio.* Boston: Houghton-Mifflin, 1972. 563 pp. $9.50.

Hollander, Gayle Durham. *Soviet Political Indoctrination: Developments in Mass Media and Propaganda Since Stalin.* New York: Praeger, 1972. 264 pp. $15.00.

Holmgren, Rod, and William Norton (eds.). *The Mass Media Book.* Englewood Cliffs, N. J.: Prentice-Hall, 1972. 421 pp. $3.95 (paper).

Innis, Harold A. *Empire and Communications.* Toronto: University of Toronto Press, 1972 (revised edition). 184 pp. $12.50/2.75.

Instant World: A Report on Telecommunications in Canada. Ottawa: Information Canada, 1971. 256 pp. $3.00 (paper).

Johnson, Joseph S., and Kenneth K. Jones. *Modern Radio Station Practices.* Belmont, Calif.: Wadsworth, 1972. 269 pp. $7.95.

Krasnow, Erwin G., and Lawrence D. Longley. *The Politics of Broadcast Regulation.* New York: St. Martin's Press, 1972. 160 pp. $8.50/3.95.

Krieghbaum, Hillier. *Pressures on the Press.* New York: Crowell, 1972. 248 pp. $6.95.

Lawhorne, Clifton O. *Defamation and Public Officials: The Evolving Law of Libel.* Carbondale: Southern Illinois University Press, 1971. 356 pp. $15.00.

LeRoy, David J., and Christopher H. Sterling (eds.). *Mass News: Practices, Controversies and Alternatives.* Englewood Cliffs, N. J.: Prentice-Hall, 1973. 334 pp. $8.95/5.95.

Levin, Harvey J. *The Invisible Resource: Use and Regulation of the Radio Spectrum.* Baltimore: Johns Hopkins Press, 1971. 432 pp. $12.00.

Liu, Alan P. L. *Communications and National Integration in Communist China.* Berkeley: University of California Press, 1971. 225 pp. $8.50.

Maddox, Brenda. *Beyond Babel: New Directions in Communications.* New York: Simon and Schuster, 1972. 288 pp. $6.95.

Martin, James. *Future Developments in Telecommunications.* Englewood Cliffs, N. J.: Prentice-Hall, 1971. 413 pp. $14.00.

Martin, L. John (ed.). "Propaganda in International Affairs," *The Annals of the American Academy of Political and Social Science,* Vol. 398 (November 1971). 145 pp. $4.00/3.00.

"Media and the First Amendment in a Free Society," *The Georgetown Law Journal* 60: 4 (March 1972). 233 pp. $4.00 (paper).

Millerson, Gerald. *The Technique of Lighting for Television and Motion Pictures.* New York: Hastings House, 1972. 366 pp. $17.95.

Mowlana, Hamid. *International Communication: A Selected Bibliography.* Dubuque, Iowa: Kendall-Hunt, 1971. 130 pp. $3.75 (paper).

Newman, Joseph. *Wiring the World: The Explosion in Communications.* Washington: U. S. News and World Report, Inc., 1971. 207 pp. $2.95 (paper).

Oringel, Robert S. *Audio Control Handbook for Radio and Television Broadcasting.* New York: Hastings House, 1972 (4th edition). 192 pp. $10.00/6.50.

Oswald, Ida, and Suzanne Wilson. *This Bag is Not a Toy: Handbook for the Use of Videorecording in Education for the Professions.*

New York: Council on Social Work Education, 1971. 133 pp. $0.00 (paper).

Pember, Don R. *Privacy and the Press: The Law, the Mass Media, and the First Amendment.* Seattle: University of Washington Press, 1972. 298 pp. $8.95.

Phillips, Mary Alice Mayer. *CATV: A History of Community Antenna Television.* Evanston, Ill.: Northwestern University Press, 1972. 200 pp. $9.75.

Powledge, Fred. *Public Television: A Question of Survival.* Washington, D.C.: Public Affairs Press, 1972. 46 pp. $1.00 (paper).

Price, Monroe, and John Wicklein. *Cable Television: A Guide for Citizen Action.* Philadelphia: Pilgrim Press, 1972. 160 pp. $5.95/2.95.

Quick, John, and Herbert Wolff. *Small-Studio Video Tape Production.* Reading, Mass.: Addison-Wesley, 1972. 229 pp. $11.95.

Rogers, Everett M., and F. Floyd Shoemaker. *Communication of Innovations: A Cross-Cultural Approach.* New York: Free Press, 1971. 476 pp. $10.95.

Routt, Edd. *The Business of Radio Broadcasting.* Blue Ridge Summit, Pa.: TAB Books, 1972. 400 pp. $12.95.

Sandman, Peter M., David M. Rubin, and David B. Sachsman. *Media: An Introductory Analysis of American Mass Communications.* Englewood Cliffs, N. J.: Prentice-Hall, 1972. 434 pp. $8.95.

——— (eds.). *Media Casebook: An Introductory Reader in American Mass Communications.* Englewood Cliffs, N. J.: Prentice-Hall, 1972. 184 pp. $3.95 (paper).

Seiden, Martin H. *Cable Television U.S.A.: An Analysis of Government Policy.* New York: Praeger Special Studies, 1972. 253 pp. $16.50.

Shayon, Robert Lewis. *Open to Criticism.* Boston: Beacon Press, 1971. 324 pp. $9.95.

Shiers, George, assisted by May Shiers. *Bibliography of the History of Electronics.* Metuchen, N. J.: Scarecrow Press, 1972. 336 pp. $8.50.

Singer, Benjamin D. (ed). *Communications in Canadian Society.* Toronto: Copp Clark, 1972. 351 pp. (paper).

Sloan Commission on Cable Communications. *On the Cable: The Television of Abundance.* New York: McGraw-Hill, 1971. 256 pp. $2.95 (paper).

Smith, Ralph Lee. *The Wired Nation, Cable TV: The Electronic Communications Highway.* New York: Harper Colophon Books, 1972. 128 pp. $1.95 (paper).

Steinberg, Charles S. (ed.). *Mass Media and Communication.* New York: Hastings House, 1972 (revised edition). 686 pp. $14.50/8.50.

Surgeon General's Scientific Advisory Committee on Television and Social Behavior. *Television and Growing Up: The Impact of Televised Violence.* Washington, D.C.: Government Printing Office, 1972. 279 pp. $2.25 (paper).

Tate, Charles (ed.). *Cable Television in the Cities: Community Control, Public Access, and Minority Ownership.* Washington, D.C.: Urban Institute, 1971. 184 pp. $3.95 (paper).

Tyrrell, Robert. *The Work of the Television Journalist.* New York: Hastings House, 1972. 180 pp. $11.50.

Van Bol, Jean-Marie, and Abdelfattah Fakhfakh (eds). *The Use of Mass Media in the Developing Countries [A Bibliography].* Brussels: International Centre for African Social and Economic Documentation, 1971. 751 pp. approx. $21.00 (paper).

Voelker, Francis and Ludmila (eds.). *Mass Media: Forces in our Society.* New York: Harcourt, Brace Javanovich, 1972. 395 pp. $4.95 (paper).

Wells, Alan (ed.). *Mass Media and Society.* Palo Alto: National Press Books, 1972. 407 pp. $9.95/6.95.

———. *Picture-Tube Imperialism? The Impact of U. S. Television on Latin America.* Maryknoll, N. Y.: Orbis Books, 1972. 197 pp. $4.95.

Wolf, Frank. *Television Programming for News and Public Affairs: A Quantitative Analysis of Networks and Stations.* New York: Praeger Special Studies, 1972. 204 pp. $15.00.

Textbooks on the Media: A Review of 1972-1973

(Reprinted from *Public Telecommunications Review*, February, 1974)

The following pages provide a detailed listing and brief review comments on about 60 books on broadcasting or mass communications that were published in the last year or so. This is not an exhaustive review, but rather an attempt to deal with the better-quality works that are suitable for use as textbooks in college-level courses.

This discussion is the sixth in a series of similar review articles first published in *Educational Broadcasting Review* in early 1971.[1] As with the earlier parts of the series, this article is limited to books that are currently in print, have been published in the last year or so, are in English (nearly all deal with U.S. media), and deal either with broadcasting or with general mass media (thus excluding the many fine books on journalism or film topics).[2] With this review listing, the series to date has provided information and evaluation of over 350 different books.

To provide a more readable discussion, while allowing for a ready later reference, the article refers to books by author's last name and year of publication, leaving full bibliographic indicia for a consolidated alphabetical listing at the end. Books are discussed in the following categories: general media, media readers, broadcasting and society, regulation and control, cable communications, media journalism, educational applications, production guides, and works on foreign and international media.

Textbook Evaluations

General Media. General textbooks (as distinguished from the many readers) on mass media increased by one and saw another updated. The revision is of the almost standard Emery-Ault-Agee (1973), last revised just three years ago, and an adoption success since its first publication in 1960. The new work has been updated and expanded, especially in the broadcast sections, and is available for the first time in paperback (though at an inflated price). It has a generally solid 30-page discussion of further reading and remains the most solid media text available.

The new work is by Clark and Blankenburg (1973); it offers a 14-chapter topical (rather than media) subject division, dealing in a very basic fashion with

structure and issues. Aimed at students as consumers rather than as potential career fillers, the work is suitable for freshman introductory courses, but has too many errors of fact and generalizations for anything beyond that.

A useful supplement to either of these (or the readers discussed below) is Marzio (1973) which provides a visual museum of people, events and technology which is fascinating to students as it helps bring dry text-lecture material to life. Providing a popular culture montage approach suitable for high school or very basic college use is Berger (1973) which uses illustration and campy layout as major draws for student interest, and deals with many topics (sports, toys, soft drinks, etc.) not usually dealt with in media courses.

There are three recent volumes which all contribute something distinctly different to general media works. Singer (1973) offers the first book-length study of that segment of the media audience which responds, or "feeds back" reaction to media institutions. Based on early 1970's research in Canada, Singer provides details on both audience make-up, and media content tailoring to feed back (talk shows, letters to the editor, etc.). Pearce-Cunningham-Miller (1971) give an overview of a vast amount of previous writing and research to provide a cogently organized overview of the role and function of advertising, with material on advertising effects on consumer behavior, on industry advertising and competition, and on society in general. Finally, Rivers-Slater (1973) gives in very brief space a great deal of information on where to find out more about media. It lists periodicals, organizations, research institutions, and government agencies concerned with the media. Frequent revisions are planned—and the cost is low enough to warrant wide-spread student use.

Media Readers. As in the past, these tend to fall into three distinct groups, the first two vastly overcrowded with potential choices already. In the first category are works which appeal mainly to junior college and basic level university courses, focusing on popular culture rather than mass media specifically (though, in fairness, some of these pop culture readers are pretty elevated in content). A second, and really overcrowded field is that of the basic mass media reader which tries to cover the waterfront with a selection of previously published articles. There are now nearly 20 titles in this market alone. Finally, there are the advanced readers, which are often built around a given theme or aimed at a given audience. This category holds most room for improvement as the few (but generally good) books now available don't begin to exhaust the possibilities. The past year has seen new titles in all three areas.

The popular culture books are represented first by Valdes-Crow (1973), another in the continuing flow of high school-junior college aimed work texts from this publisher. This volume is supplemented with a student worktext and a teacher's guide. Coverage includes establishment media organization and function, media content, and "underground" media approaches, all attractively presented with text and illustration layout and some probing question guidelines. On the college level is Browne-Fishwick-Marsden (1972) which collects 17 pieces on such topics as sports heroes, popular singers and musicians, detectives and dogs as heroes, etc. This volume is but one of an expanding popular culture list from the same publisher. On a somewhat more advanced level is Browne (1973) which offers selections on the western, detective story, comics, science fiction, general fiction, music, and movies. Again, the stress here is on popular culture as a phenomenon rather than media as institutions.

In the basic reader category, there are three new titles. Stevens-Porter (1973) takes the award for most original title of the year, has 16 articles on media and their audiences, the business of business, the production process and media journalism. Glessing-White (1973) is one of the larger entries in the field, with 56 selections, many of them from news magazines and other sources allowing short but up-to-date references in a textbook. Coverage here includes sections on print, broadcasting, film, music, comics and clothing, plus sections on content types

(news, advertising, sports, kids shows and education), politics and the media, persuasion, media economics, the counter-culture, and several summary pieces. A teacher's guide is available. Hixon (1973) is mis-titled (it is *not* a casebook), but offers 23 readings on a wide variety of topics, not organized in any given order, and with no connecting commentary, leaving the teacher to pick and choose as he sees fit.

Turning to the advanced volumes, one of the most broad-ranging and fascinating is *Scientific American* (1972), based on the special issue of that journal, and offering well illustrated, researched and written articles on animal communication, verbal and visual images, communication channels, networks of all kinds, communication terminals, communication and the community, and the role of social environment and freedom of expression. Schwartz (1973) also covers many facets of communication, relating the process to the new technological developments of cable, video tape and cybernetics. McGarry (1972) is nowhere as limiting as its sub-title might lead one to believe, offering a rich selection of heavily British-based articles on media problems, the audience, cultural issues related to media, and media content. Finally, Mortensen (1973) provides a good selection of some 26 readings on messages, channels, intrapersonal and interpersonal communications plus cultural dimensions of communication theory dealing with communication theory as an area of social inquiry on a level for introductory classes.

Broadcasting and Society. Two of the most important texts published in the past year range over audience findings. The first, Bower (1973), is an updating of Steiner's classic 1963 study of the television audience. Bower's work, underwritten by CBS, provides results of an in-depth national survey of audience reaction to television programs, news, and advertisements, and offers a case study of television watching and reactions in one city. Well illustrated with charts and diagrams, this is the up-to-date study of television's impact on the national viewing audience that we have needed for years. Supplementing it is Kline-Tichenor (1972) which is an excellent collection of nine original papers on media research. The papers summarize current research knowledge of gatekeeping, information diffusion, interpersonal communication and media, socialization by media, political communication, urban poor and their use of media, sex and violence portrayals and environment and communication. This is important if somewhat advanced reading. One other study, based on British experience which is of interest here as well, is Elliott (1972) which analyzes the process of assembling a television series, focusing not on production techniques, but on program building as a sociological process of material selection, program assembly, and audience feedback. The conclusions transcend the British example.

Thanks to the Surgeon General's research of two years ago, and the controversy surrounding its conclusions, there has been a good deal of publication on children and television suitable for text use. Most important is Liebert-Neale-Davidson (1973) which reviews the findings on the effects of televised violence on youthful viewers, and covers commercial support and regulatory issues. Well illustrated with charts and graphs, and well documented, this is fine material for upper level and graduate courses. Focusing more on the economic constraints to effective public content control of children's television is Melody (1973) which poses some suggested alternatives to lessen commercial impact on young viewers. Melody ranges over the history of children's television and its unique characteristics, then devotes most space to issues of public policy. Providing valuable content analysis basic information is Winick (1973) which analysed over 230 commercials on 145 dimensions in an attempt to formulate a basis for industry self-regulation of ads on children's programs. These three titles provide support to the increasing number of advanced courses focusing on television and youth.

Regulation and Control. A basic historical reference, Kahn (1973) is now revised and expanded (but unfortunately, is only available in hardback at present, thus limiting text adoption), providing a

valuable reference and text of legal documents on broadcasting from 1910 to the early 1970's. There should be several copies of this in any college library. Providing detailed information on a topic little discussed in normal texts is OTP. (1973) which gives clear illustrated discussion of the technology, economics, and politics (national and international) behind regulation of the radio frequency spectrum, the basis for nearly all broadcast regulation. Jennings (1972) offers a step-by-step guide to the intricacies of FCC forms in a fashion useful for management students and managers alike. There is careful explanation of all the things requested in the major broadcast application forms.

One of the most important publications of the year was Noll-Peck-McGowan (1973) which analyzes the complex relationships between economics, politics, and technology in the regulation of television and cable technology. Assembling an impressive array of facts and economic analysis, the Brookings researchers have covered a good deal of ground in a book which should be required reading for upper classmen and graduate students—let alone faculty.

Turning to regulation of all media, an interesting theory is explained in Barron (1973) where the author speaks to his notion that the public has a right of access to the media. In the process, he discusses the campus press, provides several chapters on broadcasting, deals with citizen group's role, and analyzes questions of ownership and cable as they affect the right of access. Rivers-Nyhan (1973) is the first of a series of similar "notebooks" which provide proceedings of conferences of prominent media types, thus giving (in this case) information and viewpoints on reporters vs. politicians, the public's right to know, rules for reporters, citizen access to media, etc. This is inexpensive and useful material for discussions in seminar courses. Finally, Peabody (1972) is a political science case study of interest here as the example chosen was the doomed campaign finance bill of 1970. As the bill progresses from committee to floor of both houses, readers see the many institutions and individuals involved in the legislative process.

Cable Communications. The past 18 months have seen more publication about cable than the previous decade. Of particular interest for their up-to-date nature and depth, are the 11 volumes issued in 1973 by the Rand Corporation, a series underwritten by the National Science Foundation. Two volumes are noted here for reasons of space, but all the titles are listed in the covers of these two. Baer (1973) is the basic summary handbook of all the Rand studies, and is perhaps the bast single introduction to what cable is all about and what it can be. Rivkin (1973) is a massively detailed discussion of all the complicated FCC regulations regarding cable, and is the best handbook to that byzantine subject. Together, these two volumes (with or even without the other studies) make adequate material for a cable course.

The one solid history of cable, especially from a regulatory point of view, is Le Duc (1973); though based on a doctoral dissertation, this is a valuable and cogent discussion of the many zig-zags in FCC ideas on control of cable—and their effects on cable development and broadcasting. A good current "snap shot" of views on cable is in Park (1973) which gives a series of brief original papers showing how cable groups, broadcasters, the public, the FCC, academics, and economists visualize the likely impact and role of cable in the near future.

Specifically focused on cable technology as a means of better two-way communication is Sachman-Boehm (1972), another collection built from conference proceedings. The 17 original papers deal with the many community information services needed, system design to meet those information needs, and system management problems. This is important—but advanced—material. On a somewhat similar line is another collection, Pool (1973), which offers 15 papers, several of which are original here. Six of them are reprints of papers from the Sloan cable commission, which papers were only circulated to a limited degree and deserved better. The focus here is on technology and the many potential benefits to be derived from properly designed cable systems.

Finally, another Aspen notebook, Adler-Baer (1973) centers attention on the potential adult or continuing education role of the nation's expanding cable systems. The volume offers six general chapters on cable and education, and supplements these with three models of television-supported education which might be applicable to cable work. This volume is useful in either cable or educational broadcasting courses.

Media Journalism. Five general works, and four on broadcasting, show the journalistic output for the past year. Of the general works, the most opinionated and angry is Aronson (1973), which begins with a discussion of the (pre-Watergate) Nixon administration on the news media, then presents a good deal of data (in a favorable light) concerning the rise of the "underground" or non-establishment news sources. Writing from a position more to the political right is Brucker (1973), who reviews many of the basic issues facing journalism from outside and from within, looking at issues including access, reporting of crime, making news by covering it, a review of the editorial function, etc. Both are useful reviews, though perhaps on the wordy and preachy side. Analyzing the many counter-media voices of the past few years is Dennis-Rivers (1973) which offers the first good text material on modern muckraking, journalism reviews, advocacy, counter-culture press, alternative broadcasting, in-depth research, etc. The major recent argument for a national press council is found in Twentieth Century Fund (1973), a valuable report which has already created quite a controversy in itself. An expensive but unique work on media reporting of environmental issues is Rubin-Sachs, which is based on several case studies in Northern California in the early 1970's. Topics covered include science and environmental reporting, problems of communicating such news, the press vs. the growth ethic, etc. And, mention should be made again of Marzio (1973) as a fascinating illustrated supplement to any journalism history course.

Of the broadcast journalism works, two are especially important and useful as possible texts. Barrett (1973) is the fourth volume in an increasingly important annual summation of the previous year's broadcast journalism, both local and national, dealing with newscasts and documentaries. The emphasis in this election-year coverage is, as one might expect, political broadcasting. As you read this, the fifth volume in the series should be available. These are well-priced and excellent for current text usage. Also of value is Epstein (1973) which is the best in-depth examination of network news operations, focusing on political and economic constraints on the news product. Based on the author's Harvard dissertation, the volume discusses in some detail the news selection and assembly process, giving an excellent cross section of what goes into each network's evening half hour news review. An interesting biographical account is Yellin (1973) which examines television documentary through the work of NBC's Fred Freed, thus adding coverage to a topic on which little has been done to date. Finally, Wilhelmsen—Bret (1972) deals in a somewhat difficult-to-understand fashion with the effects of television—especially the effect of media coverage of politics on news events. The authors suggest the form rather than content of media have created a new age of what they term "neuronic man." The book may be useful for advanced graduate work.

Educational Applications. Another useful edited collection done by Schramm (1973) focuses on perceptions of instructional television quality. Emphasis was on how broadcasters and effects researchers can aid one another in determining the value of ITV programs. A valuable reference and text applicable volume is Lee-Pedone (1973), the third in an annual series of statistical analyses on public television across the country. Providing information on programming, ownership, costs of operation, employment, etc. the tables and text material give good base material for any public broadcasting course. Finally, Herling (1973) offers the most comprehensive overview of college courses in film and television, and the guide will be kept up-to-date with annual revisions. Data is provided on program aims, specific courses offered, faculty, fa-

cilities, etc., making this the handiest single directory of academic communications programs.

Production Guides. Perhaps the most important volume in this category in recent months is Zettl (1973) which finally gave the field an illustrated and well thought out volume of visual and sound aesthics. Zettl's work is equally suitable for broadcasting or film courses, and is unique in communications. Although expensive, the price has actually been held down to encouarge student use. A fascinating volume along somewhat broader visual lines is Dondis (1973) which is applicable in television, film, or graphic arts work and pulls information and ideas from the fine arts as well as media. Both books are worthy of some time, and represent a depth of feeling that too few students achieve. Of the general media works useful in different disciplines, Hunt (1972) is one of the few to deal with the whys and wherefores of reviewing. He deals with book, movie, film, TV and other kinds of reviews, discussing writing and content, and includes a useful bibliography. It's too bad a paperback is priced so high.

Dealing specifically with production techniques in broadcasting are Alkin (1973) and Weiner (1973). Alkin is for advanced students and practitioners of sound for TV or films, and offers the basis of the writer's long BBC experience. Weiner is an early entry in what is likely to be a full stable of books on portable video production methods, including use of video-tape. Both books are well-illustrated, and only Alkin is over-priced.

Production of research is the rationale for Carney (1973) and Meyer (1973). The former is the most recent of a large number of works on content analysis, but seems one of the clearest and most useful of the lot, centering on the communication role of the item being analyzed. Meyer offers the basic rudiments of social science methods for reporters, dealing with research methods only insofar as the in-depth reporter may need. His unique journalistically-oriented text should enjoy wide adoption.

Foreign and International Media. Five works mark the major text contributions to study of international communications. The first, Namurois (1972), is worth the hassle one has to go through obtaining it from Europe (there is no U.S. dealer for EBU publications), as it explains, in the best organized fashion, the many kinds of organization broadcasting takes in different countries. There is a great deal of concise data on specific nations, financing of broadcast systems, and structural diagrams illustrating the text. There's nothing quite like it. One of the better reviews of the international role of communications satellites is found in Galloway (1972) which provides a detailed history of space communication and the organizations built up around that process. The author devotes a good deal of space and analysis to Comsat and Intelsat, their organizational problems, and their likely prospects. Another unique, though perhaps somewhat esoteric (for text use) volume is Szalai (1972) which looks at world-wide coverage of the United Nations by foreign and international media, both print and broadcasting, its major text value is as a detailed case study of world news flow concerning a specific organization and its function.

Two useful works on foreign (European) communications are Hood (1972) and The Select Committee (1972). Hood is a very brief overview of press and broadcast development in Europe since the war, with a discussion of problems of both media in Europe and Britain. The Select Committee is a dry-looking British government report which conceals the best analysis of commercial broadcasting in that country, combining political comment, analysis, and much statistical data. It's a good example of how far one must look for good text material suitable for graduate courses or seminars.

Looking ahead to the coming year, we are sure to see more general media readers, and hopefully a good general media text or two, as there is still a good deal of room for improvement in the latter market. Also due out this year are definitive studies of broadcasting in Africa edited by Sydney Head (Temple University Press) and Burton Paulu's analysis of broadcasting in the countries of Eastern

Europe to match his earlier volumes on Britain and Western Europe (University of Minnesota Press). The effects of televised hearings on the Watergate crises will be the subject of a collection of original articles edited by Sydney Kraus (Indiana University Press). With luck, these and other texts will be reviewed a year from now in the third annual updating of this continuing series. Suggestions and comments are welcomed, and should be sent directly to the author.

Textbooks Discussed

As in previous installments of this series, the listing below (like the discussions above) is not exhaustive, but rather suggestive of text availability. Where two prices are shown the second refers to paperback format—but be warned: more than any recent period, book prices are changing (i.e., going up) rapidly and with no notice, so take the prices shown as guidelines only.

Adler, Richard, and Walter S. Baer. *Aspen Notebook: Cable and Continuing Education*. New York: Praeger Special Studies, 1973. 195 pp. $15.00/3.95.

Alkin, E. G. M. *Sound with Vision: Sound Techniques for Television and Film*. New York: Crane Russak, 1973. 283 pp. $20.75.

Aronson, James. *Deadline for the Media: Today's Challenges to Press, TV & Radio*. Indianapolis: Bobbs-Merrill, 1973. 327 pp. $8.95.

Baer, Walter S. *Cable Television: A Handbook for Decisionmaking*. Santa Monica: Rand Corporation, 1973. 229 pp. $5.00 (paper).

Barrett, Marvin, ed. *The Politics of Broadcasting: Alfred I. duPont-Columbia University Survey of Broadcast Journalism: 1971-1972*. New York: Grosset and Dunlap, 1973. 247 pp. $5.95.

Barron, Jerome A. *Freedom of the Press for Whom? The Right of Access to Mass Media*. Bloomington: Indiana University Press, 1973. 368 pp. $8.95.

Berger, Arthur Asa. *Pop Culture*. Dayton, Ohio: Pflaum/Standard, 1973. 192 pp. $3.50 (paper).

Browne, Ray B., ed. *Popular Culture and the Expanding Consciousness*. New York: Wiley, 1973. 200 pp.

_____, Marshall Fishwick, and Michael T. Marsden, eds. *Heroes of Popular Culture*. Bowling Green, Ohio: Popular Press, 1972. 190 pp. $6.00/2.50.

Bower, Robert T. *Television and the Public*. New York: Holt, Rinehart & Winston, 1973. 205 pp. $7.95.

Brucker, Herbert. *Communication is Power: Unchanging Values in a Changing Journalism*. New York: Oxford University Press, 1973. 385 pp. $9.50.

Carney, Thomas F. *Content Analysis: A Technique for Systematic Inference from Communications*. Winnepeg, Canada: University of Manitoba Press, 1972. 343 pp.

Clark, David G., and William B. Blankenburg. *You and Media: Mass Communication and Society*. San Francisco: Canfield Press, 1973. 275pp. (paper).

Dennis, Everette E., and William L. Rivers. *Other Voices: The New Journalism in America*. San Francisco: Canfield Press, 1973. 218 pp. $3.95 (paper).

Dondis, Donis A. *A Primer of Visual Literacy*. Cambridge, Mass: MIT Press, 1973. 194 pp. $9.95.

Elliott, Philip. *The Making of Television Series: A Case Study in the Sociology of Culture*. New York: Hastings House, 1973. 180 pp. $6.95.

Emery, Edwin, Phillip H. Ault, and Warren K. Agee. *Introduction to Mass Communications*. New York: Dodd, Mead, 1973. 464 pp. $6.95 (paper).

Epstein, Edward Jay. *News from Nowhere: Television and the News*. New York: Random House, 1973. 321 pp. $7.95.

Galloway, Jonathan F. *The Politics and Technology of Satellite Communications*. Lexington, Mass.: Lexington/D.C. Heath, 1972. 247 pp. $15.00.

Glessing, Robert J., and William P. White, eds. *Mass Media: The Invisible Environment*. Chicago: Science Research Associates, 1973. 313 pp. (paper).

Herling, Michele, ed. *The American Film Institute Guide to College Courses in Film and Television*. Washington: Acropolis Books, 1973. 308 pp. $5.95 (paper).

Hixon, Richard F., ed. *Mass Media: A Casebook*. New York: Crowell, 1973. 285 pp. (paper).

Hood, Stuart. *The Mass Media*. New York: Humanities Press, 1972. 96 pp. $2.75 (paper).

Hunt, Todd. *Reviewing for the Mass Media*. Philadelphia: Chilton, 1972. 190 pp. $7.95 (paper).

Jennings, Ralph M. *Guide to Understanding Broadcast License Applications and Other FCC Forms*. New York: Office of Communications, United Church of Christ, 1972. 130 pp. (paper).

Kahn, Frank J., ed. *Documents of American Broadcasting*. New York: Appleton-Century-Crofts, 1973. 684 pp. $11.95.

Kline, F. Gerald, and Phillip J. Tichenor, eds. *Current Perspectives in Mass Communications Research*. Beverly Hills, Calif.: Sage Publications, 1972. 320 pp. $15.00.

Lee, S. Young, and Ronald J. Pedone. *Summary Statistics of Public Television Licensees Fiscal Year 1972*. Washington: Corporation for Public Broadcasting, 1973. (paper).

Le Duc, Don R. *Cable Television and the FCC: A Crisis in Media Control*. Philadelphia: Temple University Press, 1973. 289 pp. $10.00.

Liebert, Robert M., John M. Neale, and Emily S. Davidson. *The Early Window: Effects of Television on Children and Youth*. New York: Pergamon, 1973. 193 pp. $9.50/6.50.

Marzio, Peter C. *The Men and Machines of American Journalism*. Washington: Smithsonian Institution (not GPO), 1973. 144 pp. $3.95 (paper).

McGarry, K.J. *Mass Communications: Selected Readings for Librarians*. Hamden, Conn.: Linnet Books (Shoe String Press), 1972. 255 pp. $10.00.

Melody, William. *Children's Television: The Economics of Exploitation*. New Haven: Yale University Press, 1973. 164 pp. $7.95/1.95.

Meyer, Philip. *Precision Journalism: A Reporter's Introduction to Social Science Methods*. Bloomington: Indiana University Press, 1973. pp. $10.00/2.95.

Mortensen, C. David, ed. *Basic Readings in Communication Theory*. New York: Harper and Row, 1973. 358 pp. (paper).

Nanurois, Albert. *Structures and Organization of Broadcasting in the Framework of Radiocommunications*. Geneva: European Broadcasting Union Monograph No. 8, 1972. 211 pp. about $5.00 (paper).

Noll, Roger G. Merton J. Peck, and John J. McGowan. *Economic Aspects of Television Regulation*. Washington: Brookings Institution, 1973. 342 pp. $8.95.

Office of Telecommunications Policy. *The Radio Frequency Spectrum: United States Use and Management*. Washington: OTP, 1973. about 200 pp. (paper).

Park, Rolla Edward, ed. *The Role of Analysis in Regulatory Decisionmaking: The Case of Cable Television*. Lexington, Mass.: Lexington/Heath, 1973. 144 pp. $9.50.

Peabody, Robert L., Jeffrey, M. Berry, William G. Frasure, and Jerry Goldman. *To Enact a Law: Congress and Campaign Financing*. New York: Praeger, 1972. 225 pp. $7.00.

Pearce, Michael, Scott M. Cunningham, and Avon Miller. *Appraising the Economic and Social Effects of Advertising: A Review of Issues and Evidence*. Cambridge, Mass.: Marketing Science Institute, 1971. about 200 pp. $7.50 (paper).

Pool, Ithiel, de Sola, ed. *Talking Back: Citizen Feedback and Cable Technology*. Cambridge, Mass.: MIT Press, 1973. 325 pp. $9.95.

Rivers, William L., and Michael J. Nyhan, eds. *Aspen Notebook on Government and the Media*. New York: Praeger Special Studies. 1973. 193 pp. $15.00/3.95.

Rivers, William L., and William T. Slater, *Aspen Handbook on the Media: Research, Publications, Organizations*, Palo Alto, Calif.: Aspen Program on Communication and Society, 1973. 97 pp. $5.95/1.95.

Rivkin, Steven R. *Cable Television: A Guide to Federal Regulations*. Santa Monica, Calif.: Rand Corporation, 1973. 343 pp. $5.00 (paper).

Rubin, David M., and David P. Sachs. *Mass Media and the Environment: Water Resources, Land Use, and Atomic Energy in California*. New York: Praeger Special Studies, 1973. 340 pp. $18.50.

Sackman, Harold, and Barry W. Boeym, eds. *Planning Community Information Utilities*. Montvale, N.J.: AFIPS Press, 1972. 501 pp. $15.00.

Schramm, Wilbur, ed. *Quality in Instructional Television*. Honolulu: University Press of Hawaii, 1973. 226 pp. $5.00 (paper).

Schwartz, Barry N., ed. *Human Connection and the New Media*. Englewood Cliffs, N.J.: Prentice-Hall, 1973. 179 pp. $6.95/2.45.

Scientific American. Editors of. *Communication*. San Francisco: W.H. Freeman, 1972. 136 pp. $6.50/3.25.

Select Committee on Nationalized Industries, *Independent Broadcasting Authority*. London: Her Majesty's Stationery Office, 1972. 478 pp. about $6.00 (paper).

Singer, Benjamin D. *Feedback and Society: A Study of the Uses of Mass Channels for Coping*. Lexington, Mass.: LexingtonHeath, 1973. 124 pp.

Stevens, John D. The Rest of the Elephant: Perspectives on the Mass Media. Englewood Cliffs, N.J.: Prentice-Hall, 1973. 186 pp. $5.95/2.95.

Szalai, Alexander. *The United Nations and the News Media*. New York: Unitar Publications, 1972. 323 pp. $6.50 (paper).

Twentieth Century Fund Task Force. *A Free and Responsive Press*. New York: the Fund, 1973. 88 pp. $1.00 (paper).

Valdes, Joan, and Jeanne Crow. *The Media Works*. Dayton, Ohio: Pflaum/Standard, 1973. 282 pp. $4.95 (paper). Student workbook and teacher guide available.

Weiner, Peter. *Making the Media Revolution: A Handbook for Video-Tape Production*. New York: Macmillan, 1973. 217 pp. $8.95.

Wilhelmsen, Frederick D., and Jane Bret. *Telepolitics: The Politics of Neuronic Man*. Plattsburgh, N.Y.: Tundra Books, 1972. 254 pp. $10.00.

Winick, Charles, and others. *Children's Television Commercials: A Content Analysis*. New York: Praeger Special Studies, 1973. 170 pp. $13.50.

Yellin, David G. *Special: Fred Freed and the Television Documentary*. New York, Macmillan, 1973. 289 pp. $9.95.

Zettl, Herbert. *Sight Sound, Motion: Applied Media Aesthetics*. Belmont, Calif.: Wadsworth, 1973. 401 pp. $15.00.

Notes

[1] Previous installments of this series have been as follows: "Broadcasting Textbooks I: Industry and Effects," *Educational Broadcasting Review* 5:2:49-56 (April 1971); "Broadcasting Textbooks II: Production and Performance," *EBR* 5:3:50-56 (June 1971); "Broadcasting Textbooks III: Foreign and International," *EBR* 5:5:54-63 (October 1971); "Broadcasting Textbooks IV: General Mass Media," *EBR* 6:1:57-65 (February 1972); and "Broadcasting Textbooks: 1971-1972," *EBR* 7:1:44-53 (February 1973).

[2] For further details on film and journalism titles, as well as more detailed discussions of all the books discussed here, see *Mass Media Booknotes* (monthly, c/o Department of Radio-TV-Film, Temple University, Philadelphia, Pa. 19122).

NOTICE

Updates of the *Media Sourcebook* will be included annually in the February issue of the *Public Telecommunications Review*, published by the NAEB.

National Association of Educational Broadcasters
1346 Connecticut Avenue N.W.
Washington, D.C. 20036
202-785-1100